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Hope Star



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Congress Told "To Get Set to Cut Income Tax

WASHINGTON (UP)—The Committee for Economic Development told Congress today it should plan now for a temporary 20 per cent cut in income taxes if there are no "clear" signs of business improvement this month.

The CED, a private research organization of businessmen and economists, said the tax cut should be simple enough to assure passage without lengthy committee hearings. It said it should also carry an automatic termination date of March 31, 1959.

Frazar B. Wilde, chairman of CED's research and policy committee, made the recommendation in testimony prepared for delivery before the fiscal policy subcommittee of the Joint Congressional Economic Committee.

Wilde said the CED held to it belief stated a month ago that Congress should take no "strong" antirecession action unless the economy declines for two months below the February level. But he noted that the economy slumped further in March.

He said if the April figures show a further drop—and there is no clear sign of an upturn in May—Congress should have a tax cut ready for speedy enactment.

Wilde said the CED held to its a tax cut to expanded public works spending because it would stimulate the economy much more rapidly.

Weather

Experiment Station report for 24 hours ending 7 a.m. Thursday: High 54; Low 46; Precipitation 2.34 inches. Total precipitation for year to date 23.88; total during same period last year 32.95; same period for an average year 19.45 inches.

RIVER REPORT: Red River rose .2 foot at Index to 15.1, and .7 at Fulton 1.073. Little River dropped 2.9 feet at Horatio to 21.6, and rose 1.3 at White Cliffs to 26.3 where it is now cresting. Sulphur River is swollen by new heavy rains, indicating a crest at Naples, Texas, about equaling last year at approximately 32 feet, due Friday. The rain pattern as reported from Shreveport indicates Red River will crest there at 24.5 feet May 4, reaching 30 feet at Alexandria about May 7.

BY UNITED PRESS

High and low temperatures and precipitation for 12 hours to 6 a.m. said:

Or, as Gen. (Alexander A.) Vandegrift (former Marine commandant) put it somewhat less abstractly, in his testimony before Congress in 1947, "to give the Marine Corps the bum's rush."

The President said Wednesday night Congress should not revise his reorganization proposal to make it too "rigid."

PIKUP 2nd pg: In a surprise

ARKANSAS — Scattered thunderstorms this afternoon and tonight, becoming partly cloudy Friday, with widely scattered afternoon and evening thunderstorms. Warmer. High this afternoon in the 60's, low tonight in mid 50's to mid 60's, high Friday in mid 70's to mid 80's.

SECTIONALIZED: Central — Mostly cloudy with scattered thunderstorms this afternoon and tonight, becoming partly cloudy Friday, with widely scattered afternoon and evening thunderstorms. Winds light and variable. Decreasing humidity Friday. Saturday, widely scattered afternoon and evening thunderstorms. High this afternoon in low 50's, low tonight in mid 50's, high Friday in low to mid 70's.

Northeast Arkansas — Mostly cloudy with scattered thunderstorms this afternoon and tonight, becoming partly cloudy Friday, with widely scattered afternoon and evening thunderstorms. Winds light and variable. Decreasing humidity Friday. Saturday, widely scattered afternoon and evening thunderstorms. High this afternoon in mid 50's, low tonight in mid 50's, high Friday in low to mid 70's.

Southeast — (Same as Central) High this afternoon in mid to high 50's, low tonight in mid 50's to low 60's, high Friday in upper 70's to low 80's.

Northwest — (Same as Central) High this afternoon in high 50's, low tonight in mid 50's, high Friday in upper 70's.

Southwest — (Same as Central) High this afternoon in mid to high 50's, low tonight in upper 50's to mid 60's, high Friday in upper 70's to mid 80's.

High Low U.S. Temperatures

NEW YORK (UP)—The lowest temperature reported in the nation this morning was 12 degrees at Fraser, Colo. The highest reported Wednesday to the U.S. Weather Bureau was 89 at Gila Bend, Ariz.; Thermal, Calif.; and Cross City and Fort Myers, Fla.

Marines Protest Re-Organizing the Military

By TOM NELSON

United Press Staff Correspondent

WASHINGTON (UP)—The command of the Marine Corps protested today that President Eisenhower's defense reorganization plan might open the way for giving the Marines "the bum's rush."

Gen. Randolph MacPate told the House Armed Service Committee he felt "real apprehension" that language of the proposed bill might permit a future defense secretary to "rationalize the Marine Corps out of a job."

Defense Secretary Neil H. McElroy earlier assured the committee that the Marines, as well as the Army, Navy and Air Force, would "retain their respective individualities" under the President's plan.

Pate said he endorsed "wholeheartedly" many parts of the proposal. But he expressed "grave concern" about one provision which would repeal laws prohibiting the transfer, reassignment, abolition or merger of combat functions which Congress has assigned to the individual services.

Pate said Congress should not permit this. Any "tampering" with these functions, he said, "could be a most dangerous change, insofar as the Marine Corps' future ability to fight is concerned."

Pate said the Marine Corps already has survived "several attempts to reorganize it into nonentity." He questioned whether the future of the corps should depend "upon the whim of a single individual" or on Congress, which created it.

"I would certainly hate to think that some future secretary of defense might misread the enactment of some of the proposed features of this bill as a mandate from Congress to 'rationalize the Marine Corps out of a job,'" Pate said.

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PIKUP 2nd pg: In a surprise

Women of Church Plan Fellowship

Hope Council of Church Women will present May Fellowship Day Friday, May 2, at the First Methodist Church. May Fellowship Day services are observed all over the United States on this day.

The theme for the day, "A Place to Live," will highlight a study of housing in our country and community.

Those taking part are: Mrs. E. P. Young Jr., Mrs. Cline Franks, Mrs. Crit Stuart Jr., and Mrs. Lloyd Guerin.

Special music will be presented by Mrs. Maxine White and Luther Holloman.

Former Hope Resident Dies at Mena

Mrs. Newton Barnes, died today at her home in Mena. She was a former resident of Hope.

Survivors include her husband, five sons, Jesse A. Brown of Hope; George D. Brown of Texarkana; Leslie of Oklahoma City, Vicksburg, and A. C. Brown of Mena; one daughter, Mrs. John Chambers of Hugo, Oklahoma; 13 grandchildren; 21 great-grandchildren and three great-great grandchildren.

Funeral services will be held at 2 p.m. Friday at Mena with Givens Funeral Home of Mena in charge of arrangements.

May Day Royalty at Jr. High



MAY QUEEN Sharon Evans was crowned at Junior High School this morning in May Day ceremony. FIRST ROW, left to right: Same, Cherry Anderson, Dora McKinzie, Dan Stewart, Barbara O'Steen, Sharon Roberts. SECOND ROW, left to right: Bobby Burns, Andrea Anthony, Queen Sharon Evans, Jo Turnage, Betty Ratcliff, and David Porterfield.

Emmet High Honor Students



Elizabeth Hood, Valedictorian

Anna Ruth Trexler, Salutatorian



Martha Rowe,
Third in Class

VALEDICTORIAN of Emmet High is Miss Elizabeth Hood, daughter of Mrs. Alene Hood; Salutatorian is Miss Anna Ruth Trexler, daughter of Mr. and Mrs. Fred Trexler; and third in the class is Miss Martha Rowe, daughter of Mr. and Mrs. R. F. Rowe.

PIKUP 2nd pg: In a surprise

Farm Prices Go Upward During April

WASHINGTON (UP)—Farm prices bounced upward in April, bringing improvement in farmers' purchasing power for the sixth consecutive month.

The Agriculture Department reported Wednesday that farm production costs kept pace with prices received, rising to a new all-time high for the seventh consecutive month. The parity ratio—the relationship between prices received and prices paid—remained at 117 per cent, the same as in March.

Prices farmers received for crops and livestock rose 1.14 per cent in April under the impact of record high prices for fruits and vegetables and a substantial rise in cotton prices. Partially offsetting were lower prices for dairy products, eggs and poultry.

The April index of prices received was 200 per cent of the 1940-41 base period. This was 19 per cent above the April 1957 index and the highest point since January 1953.

The cost of farm living went up nearly 1 per cent to an all-time high of 300 per cent of the base period. This was 3 per cent above the April 1957 index.

Funeral services will be held at 2 p.m. Friday at Mena with Givens Funeral Home of Mena in charge of arrangements.

Mitchell Says Tax Cut Should Be Decided Soon

WASHINGTON (UP)—Secretary of Labor James P. Mitchell said today the administration should decide "within 30 to 60 days" whether to cut taxes to bolster the economy.

Mitchell said he did not see any short term improvement in the business slump and that unemployment this month would not be much different from the 5,120,000 jobless recorded for April.

He said he preferred a tax cut to a large scale public works program to combat the recession.

Mitchell was asked at a news conference if the April unemployment figures indicated a tax cut was necessary.

Decision before July

"If there is a bolstering of the economy necessary—and that determination will have to be made reasonably soon—then as opposed to any other form of government action such as large scale public works programs, I would favor a tax cut," Mitchell replied.

He said that a decision should be made before July as to "what if anything" needs to be done.

Mitchell was asked if the administration would oppose an increase in steel prices forecast for July.

"A continual spiral of price increases is undesirable," he said.

Mitchell reminded newsmen, however, that President Eisenhower has advocated restraint on the part of management labor in setting prices and wage demands. But he said the government was not prepared to go beyond that point. He said price control would result if the administration interceded in such matters.

AFBF Opposes Tax Cut

Mitchell spoke out on taxes and the state of the economy as several widely divergent groups joined in urging either tax relief or tax reform as an anti-recession shot in the arm.

Spokesmen for the Committee for Economic Development, the National Association of Manufacturers, AFL-CIO, Americans for Democratic Action, the National Grange, the National Farmers Union and the National Federation of Independent Business presented their tax proposals to the fiscal policy subcommittee of the House-Senate economic committee.

Their proposals ranged from tax relief for small business to a \$7,500,000,000 cut in income and excise (sales) taxes.

The CED urged Congress to plan now for a temporary 20 per cent income tax reduction if there are no "clear" signs of a business pickup this month. The private research organization of businessmen and economists said through its chairman, Frazar B. Wilde, that the tax cut should be ample enough to assure passage without lengthy committee hearings. It proposed a March 31, 1959, termination date.

Finkbeiner's first point was that he entered the race because he has wanted to be governor all of his life. He said he did not have any political ties, and that means he would be able to "serve you and the state in a way that per [his] us to build together the kind of state we all want."

Majority Against Integration

"As you know, I am a Southerner by birth," said Finkbeiner. "I believe in Southern traditions. I am convinced in my own mind that the majority in both races are not ready for integration in Arkansas. I do not stand for the principle of school integration. Therefore, I am a segregationist."

He said he served as a member of the Little Rock Urban League, an organization which attempts to improve co-operation between races. But he said he is not a member of the Urban League advisory board now, and has not been for several years.

PIKUP 2nd pg: In a surprise

All Around Town

By The Star Staff

Hope's Future Farmers of America livestock judging team left Fayetteville today to participate in the Arkansas FFA judging contest. Team members include Billy Collins, Billy Hair, Dick Arnold, an accompanying team will be advised.

State Health Department statistics show 16 births in Hempstead during the past month, there were 10 girls and six boys.

The record shows seven white girls and three Negro girls, three white boys and three Negro boys.

The Rev. James H. Shadox, pastor of Spring Hill Methodist Church will deliver the Baccalaureate Address at Spring Hill Methodist Church Sunday, May 4, at 8 o'clock.

A revival meeting

will begin at Liberty Missionary Baptist Church on Rosston Road, May 4, with morning services at 10 a.m. daily and night services at 7:30 p.m. Lynn Luck is the pastor.

Funeral services will be held at 2 p.m. Friday at Mena with Givens Funeral Home of Mena in charge of arrangements.

52nd Infantry... He entered the Army in 1935 and arrived in Europe in February 1956. He attended Spring Hill High School.

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About 200 Guardsmen and Volunteers Battle to Save Garland Levee

14 Highways Are Flooded Over

LITTLE ROCK (UP)—

Continued heavy rains have resulted in the closing of 14 Arkansas highways, Highway Director Herbert Eldridge announced today. Water is running over two others, both in Pulaski county, but traffic was being maintained at mid-morning.

Closed to: Red River.

Highway 53 — Junction 24 to

Gordon.

Highway 134 — Junction 71 to

Junction 82 at Garland.

Highway 24 — Blevins to Mc-

Caskill.

Highway 84 — Between Amity

and Dismal.

Highway 108 — Foreman to

Oklahoma line.

Follow The Crowd To Owen's May Festival Values

3 BIG DAYS - FRIDAY, SATURDAY & MONDAY

DRESSES

Just Arrived in time for Mother's Day and Graduation — Big New shipment of Junior Regular and Half Sizes Owen's Budget Priced

3.95 to 16.95
\$1.00 Put In Layaway

SPECIAL

Ladies 1.95
Broadcloth

BLOUSES

1.00



Special — Closeout

Ladies DUSTERS

Ideal for Mother's Day
Reg. 10.95 to 13.95

8.00

Remember We Gift Wrap FREE!

Special
CAN-CAN
PETTI-COATS

35 Yards

50 Yards

2.98 3.95

Special Purchase for Mother's Day. Hundreds and Hundreds. Just received from the New York Office.

HATS

Values to 10.95
Our Price

1.98

2.98

3.95



Ladies see this, If you sew — Make a B-Line to Owen's, The Piece goods center of Southwest Arkansas.

PIECE GOODS

• Printed Batiste • Dimities •

Printed Lawns • Solid and Fancy Cottons, Values to 89c Yd., Throw together or in one big price

2 Yds. 88c



Special

Men's 69c

KNIT SHORTS

3 for 1.00

Just Received
New Shipment

STRAW HATS

For Dress or Work

Including Westerns

79c to 4.95

New Shipment

Tuf-Nut, Type 4

ARMY KHAKIES

Special Price

2.98

Special
Men's 98c

STRETCH SOCKS

2 pr. 88c

They Are Here!

For Father's Day

For Graduation

For Parties

New in Style

New in Color

MEN'S SUITS

Owen's Price

24.95

Alterations Free

Special

Just Unpacked

Men's Short Sleeve

SPORT SHIRTS

First Quality

Each

1.00

Big New Shipment

Ladies and Misses

FLATS

• Leather Soles

• Leather Uppers

2.98

SANDALS

1.98



Reg. 1.69

FEATHER PILLOWS

1.00

Reg. 1.69

Evacuation

Continued From Page One

of drinking water.

Meanwhile, Ashley county at the other end of southern Arkansas, began its second week "under water."

County Agent D. M. Vaughn said damage to the county's cotton and rice crops would go over \$100,000 and that 70 per cent of it would have to be replanted. He said the tomato crop appeared undamaged, probably due to its location mostly in inland areas. Vaughn estimated farming operations have been set back at least two weeks.

Rain Measured

Field Representative Dan Clark of the Ashley County Red Cross Chapter said the emergency phase of the organization's program had already cost \$1,100.

Dumas, which has received 8.73 inches of rain over the last seven days, had a deluge of 2.70 inches Wednesday, filling many streets.

Water came up to the doorills of a number of homes but no evacuations were necessary. Three inches of rain fell at Watson in a three-hour period Wednesday.

For the past 7 days to 7 a.m. today, the Fruit Truck Branch Experiment Station at Hope measured 11.85 inches of rain.

By UNITED PRESS

National Guardsmen and volunteers fought to save farm homes south of Garland City, Ark., from floodwaters today in the wake of five straight days of violent weather in the Southwest.

Arkansas Gov. Orval Faubus ordered a second National Guard unit to the scene in an effort to prevent a second break which authorities said would flood the homes of 1,600 farmers in the Garland City area and inundate another 60,000 or 70,000 acres of land.

CROSSSETT (UP)— Motorists did a double take as they crossed the U.S. Highway 82 bridge over the Ouachita River Wednesday.

Sure enough, there was a 55-foot-long towboat parked parallel to the bridge.

It seems Capt. Isaac Meeks of Beaumont, Tex., had engine trouble near Henderson Bend about seven miles upstream. He cut loose the barge load of petroleum he was pushing and anchored at the bridge, which is about 10 miles west of here, while repairs were made.

Meeks said he expected to resume his trip to the junction of the Ouachita and Mississippi

rivers today.

COURTESY OF THE HOPE STAR

LADIES

10¢ OFF SALE
ON 10-LB. BAGS OF
Robin Hood Flour

Special Low Prices Now Available at Your Grocer's for a Limited Time Only!

And now Robin Hood offers you a 10-lb. bag at a saving of 10¢. Look for it at your grocer's today!

Then discover for yourself just as thousands and thousands of other women have done, how wonderful Robin Hood is for everything you bake. With Robin Hood you get best results with one flour for all your baking. That's because Robin Hood is a combination of the finest selected wheats milled with the utmost care.

Look for special bags of Robin Hood at your grocer's now. But act quickly because this offer is good for a limited time only.

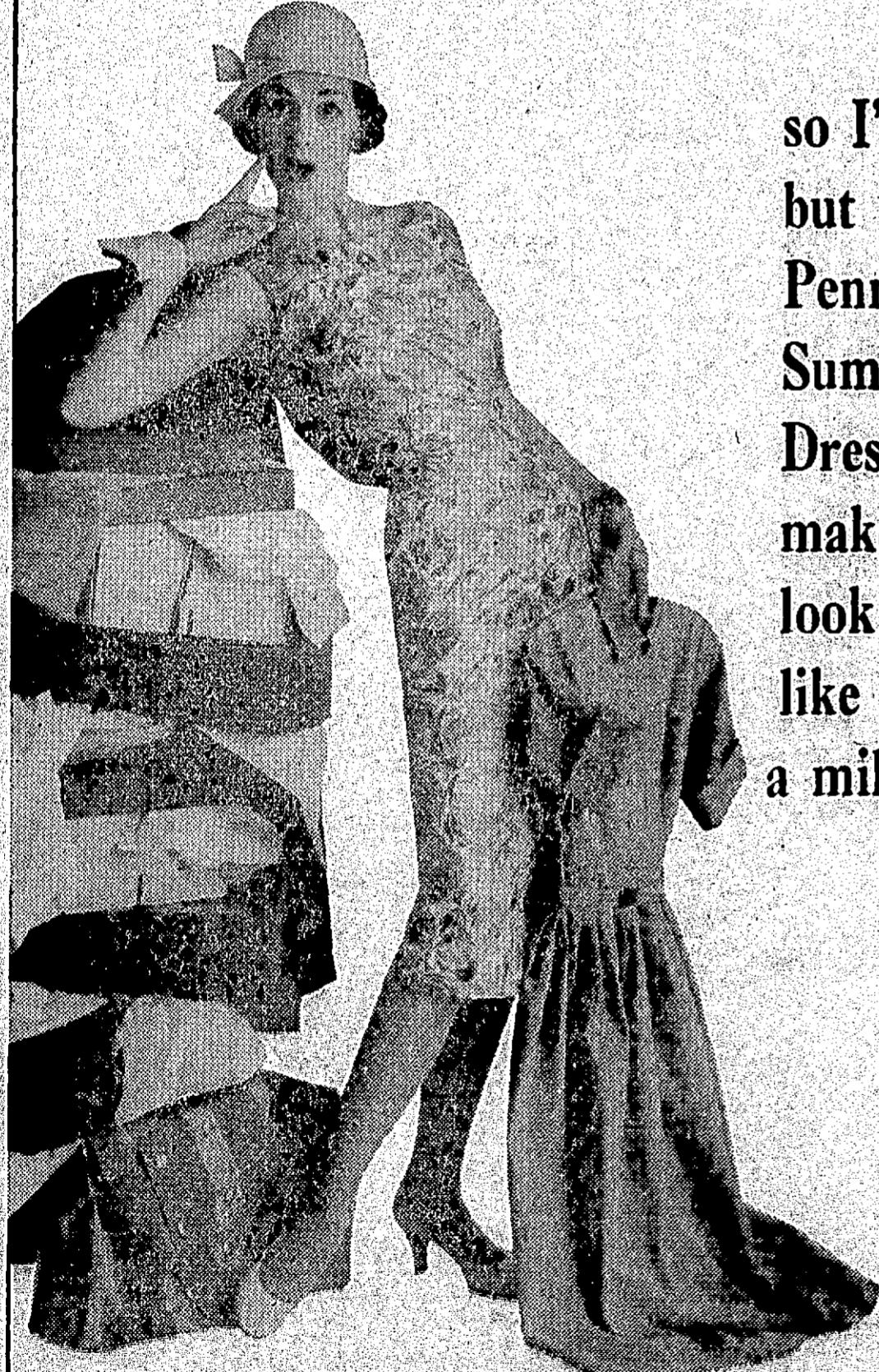
5¢ off regular price on 5-lb. bags, too!

Look for these Special Bags at Your Grocer's



PENNEY'S

so I'm not rich!
but
Penney's
Summer
Dress Carnival
makes me
look
like
a million!



SUMMER DRESS CARNIVAL STARTS TOMORROW

5.95 to 12.95

Can you beat it! Such stunning dresses at such low prices. Wonders never cease at Penney's. The most wonderful things are waiting for your summer wardrobe right now at Summer Dress Carnival. Wonderfully new chemises. Wonderfully fresh shirt dresses. And, all the fashions in

between! You'll find the biggest selection of dresses from now 'till Fall.

Greatest wonder of all is that you don't have to be rich to get several new dresses. Reason: Penney's buys big, gets big savings from manufacturers who set big savings from fabric mills. Those savings are handed to you.

SHOP PENNEY'S... you'll live better, you'll save!

SOCIETY

Phone 7-3431 Between 8 A. M. and 4 P. M.

Calendar

Friday, May 2

May Fellowship Day will be presented by the Hope Council of Church Women at the Methodist Church Friday at 2 p.m.

The Rose Garden Club will meet at 2:30 p.m. Friday at the Experiment Station to view the different varieties of Iris. Hostesses are Mrs. Bob Herndon Jr., Mrs. J. K. Green and Mrs. Stella Spraggins. In case of rain meet at the home of Mrs. Bob Herndon Jr.

Sunday, May 4

The Music Makers will present a program of piano, organ and vocal music at the First Christian Church at 3 p.m. Sunday.

Homecoming will be observed Sunday, May 4 with a pot-luck lunch, to be served at noon at Old Yellow Creek Church three miles southeast of Satago. Come and bring the family says, W. M. Dilgard.

Tuesday, May 6

The 9th Annual Music Festival will be presented in the Hope High School Auditorium at 7:30 the evening of Tuesday, May 6th. The public is invited.

Monday, May 5

Mrs. C. D. Lester will be hostess to Circle 2 of the First Methodist Church at her home, 315 West Ave D on Monday, May 5 at 3 p.m. Circle leader is Mrs. Dick White.

Circle 3 of the WSCS of the First Methodist Church will meet Monday, May 5 in the home of Mrs. Lloyd Kinard at 3 p.m. Leader, Mrs. Webb Laseter Jr., asks all

members to please bring their World Bank.

Circle 4 of the W. S. C. S. of the First Methodist Church will meet Monday, May 5 at 12:30 noon for a pot-luck luncheon in the home of Mrs. E. P. O'Neal.

The W. M. U. of the First Baptist Church will have its Royal Service Program at 10:30 Monday morning May 5. A business meeting will follow, and a pot-luck luncheon will be served at noon. The Community Mission program will begin at 1:30 using the theme, "Be Ye Doers." Visitation will be held after the meeting.

Notice

The Rose Garden Club meeting for today has been cancelled and will meet on Friday May 9th.

The Green Laseter Community Supper scheduled for Friday night has been postponed until further notice.

Bridal Shower Honors

Miss Quetta Smith
The home of Mr. and Mrs. Thurman Ridling was the setting for a bridal shower given in honor

of Miss Quetta Smith bride-elect of James Ellis, on Friday evening, April 25.

The theme "April Showers" was carried out in the decorations and entertainment, and the color scheme was pink, the honoree's chosen color. Using the soft music of "April Showers" in the background, a table covered in pink topped with a pink lace table cloth topped by a pink umbrella served as a display for all the beautifully-wrapped gifts.

A profusion of pink and white flowers were placed at vantage points and a lovely white carnation corsage was presented to the honoree by the hostess. After interesting games were played, frozen punch and pink feed cake was served to 40 guests. Co-hostesses were Mrs. Cecil Smith, Mrs. George Harisfield, and Mrs. Dick Maroon.

The newly organized "Hope-Hope" Garden Club of McCaskill met Saturday April 26 at 7:30 p.m. in the home of Mrs. J. A. Sevedge.

The meeting was called to order and presided over by Mrs. A. L. Ross, president. The minutes were read and the roll called by the secretary, Mrs. Leon Present.

Miss Dorothy Sevedge presented a most interesting and informative program on the care of African violets. She also showed colored slides of African violets and other varieties of flowers. Some were made at the Wiles garden near St. Louis. The hostess presented a prize,

an african violet in Mrs. Leon Present.

The meeting was adjourned and delightful refreshments served to nine members and two visitors, Margaret Ann Biltick and Karen Jo Woolfolk.

Classroom Teachers Association Elect Officers

The Hempstead County Classroom Teachers Association met at the Junior High School, Tuesday, April 29 at 7:30 p.m.

The meeting was opened with prayer by Mrs. Frank Mason, Mrs. B. N. Holl, program chairman, introduced Mr. Earl Dowds, Guidance Counselor, Hope High School, who spoke on "Meeting the Needs of the Gifted Child." A question and answer session followed his talk.

Mrs. James McElarty, president, presided over the business session during which reports were heard from various committees. The nominating committee submitted the following slate for the year 1958-59.

President, Mrs. Royce Weisberger, vice-president, Mrs. J. T. Merrill, secretary-treasurer, Mrs. Sam Andrews.

During a social hour, Mrs. W. B. Mason, Mrs. F. J. Burroughs, Mrs. W. M. Sparks and Mrs. Merrill served cake and sandwiches to the members and guest, Miss Elizabeth Koslesky, student teacher, H. S. T. C. from Oglesby School.

Hospital Notes
Branch Admitted: Mrs. Pod Rogers,

OPEN UNTIL 9 P.M.
THURS. - FRI. SAT.

SALE-O-PEAK
CARS WEEK
MAY 1-10

See Our New And Used Cars

HOPE AUTOCO.
"Your Ford Dealer"

We Give S & H GREEN STAMPS

John P. Cox Drug Co.

PHONE 7-4616 HOPE, ARK.
WE GIVE S & H GREEN STAMPS

ON SALE THURSDAY, FRIDAY & SATURDAY

YOUR FRIENDLY *Walgreen Agency*

REG. 5¢ CANDY BARS

Popular Brands
(Limit 3)
3 for 12¢

REG. 10¢ CAMAY SOAP

Foil-Wrapped
In Colors
(Limit 3)
3 for 25¢

Mother's Day Candy Russell Stover Assorted Chocolates

Mother's Day Wrapped
Two Pounds \$2.60
One Pound \$1.35
Whitman's Sampler
One Pound \$2.00
Mother's Day Wrapped
Two Pounds \$4.00
Stover Special
Mother's Day Assortment
Two Pound Gift Boxed \$3.00
Whitman's Deluxe
\$3.00
One pound assortment
with beautiful
Corsage.

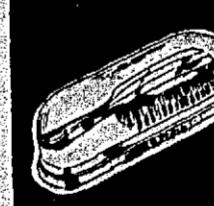
SUPER AYTINAL

14 VITAMINS
with MINERALS
Bottle of 50 FREE!
When you
purchase
100 at only
3.98

Remember Mother's Day



Faberge Straw Hat Cologne
\$2.00
A lovely light summer fragrance
by Faberge. Other Faberge Colognes — Aphrodite, Woodbine from
Act IV and Plumtree from
\$1.25 to \$3.50.



JEWELITE
HAIR
BRUSH
Crystal,
Ruby or
Sapphire
1.95



American Greeting
Mothers Day Cards
5c to 35c

MEN'S & WOMEN'S SUNGLASSES

By WILLSON
Many popular styles
shades & shapes for
you to choose from.
79c to 1.98

**\$7.50
For Your Old Safety Razor!**

Bring in that old safety razor
and get credit for \$7.50 on the
purchase of a new SCHICK
Power Shaver.

ELECTRIC SHAYER

This deal on for a limited
time only.
Come in today!



Elizabeth Arden
Blue Grass Cologne
4-oz Size
\$2.50



The World's most popular
Fine Perfume!
Mastercraft
Electric
Hair Dryer
Dries with hot
or cold air
6.79



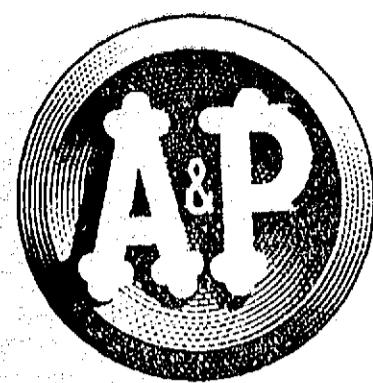
\$5.00 WINERY
Costume
Jewelry
Pins, earrings
and necklaces,
styled for spring
\$1



9-oz.
JOHNSON'S
Baby Powder
For Baby's Skin
59c

'AT YOUR A&P ALL MAY...

Budgets have a Field Day!



LIBBY'S TOMATO JUICE	3 46-Oz. Cans	\$1.00
IONA UNPEELED APRICOT HALVES	29-Oz. Can	29¢
BENCO DRIED PINTO BEANS	1-lb. Pkg.	10¢
GOLDEN RISE PACKAGED BISCUITS	3 Pkgs.	29¢
GOLDEN RISE DINNER ROLLS	2 Pkgs.	29¢
ARMOUR'S STAR ROAST BEEF	12-Oz. Can	47¢
"SUPER-RIGHT" ROAST BEEF	12-Oz. Can	39¢
ANN PAGE FRENCH DRESSING	8-Oz. Btl.	19¢
ANN PAGE PURE APPLE JELLY	12-Oz. Jar	19¢
ANN PAGE PORK AND BEANS	3 21-Oz. Cans	43¢

Broccoli Spears	A&P FANCY FROZEN.....	6 10-Oz. Pkgs.	95¢
Chopped Spinach	A&P FANCY FROZEN LEAF OR CHOPPED.....	6 10-Oz. Pkgs.	69¢
A&P Green Peas	A&P FANCY FROZEN.....	6 10-Oz. Pkgs.	79¢
Strawberries	A&P FANCY FROZEN.....	5 10-Oz. Pkgs.	93¢
Plain Lemonade	MINUTE MAID FROZEN.....	3 6-Oz. Cans	29¢
ICE CREAM CRESTMONT	1/2-Gal. Cin.	69¢	
ZEE PAPER-COLORED OR WHITE NAPKINS	3 Pkgs. of 80	25¢	
SAIL ALL PURPOSE DETERGENT	G.	49¢	
PHYSICIAN'S RUBBING ALCOHOL	2 Pts. Btl.	25¢	

You Can Put Your Trust in "Super-Right" Meats!

"SUPER-RIGHT" HEAVY BEEF, BLADE CUT

Chuck Roast

...Lb. **55¢**

"SUPER-RIGHT" HEAVY BEEF ENGLISH CUT OR ARM ROAST Shoulder.....Lb.	59¢
ALLGOOD BRAND SLICED BACON	1-Lb. Pkg.
HORMEL'S OVEN BROWN CANNED PICNICS	4-lb. Size
SMALL GROWN 4-9-lb. AVG. SWIFT'S TURKEYS	lb. 59¢
"SUPER-RIGHT" FRESHLY GROUND BEEF	lb. 49¢
HORMEL'S DAIRY BRAND SLICED BACON	1-Lb. Pkg.
"SUPER-RIGHT" REGULAR SLICED BACON	1-Lb. Pkg.
CAP'N JOHN'S FRIED FISH STICKS	2 10-Oz. Pkg.
"SUPER-RIGHT" FRANKFURTERS	1-Lb.
"SUPER-RIGHT" SLICED BOLOGNA	8-Oz. Pkg.
"SUPER-RIGHT" SLICED BOLOGNA	16-Oz. Pkg.

National Baby Week

POWDERED SIMILAC	16-Oz. Size	99¢
CREAM OF WHEAT	14-Oz. Pkg.	23¢
BARLEY, RICE, OATMEAL, OR MIXED PABLUM CEREALS	8-Oz. Pkg.	21¢
HEINZ COOKED CEREAL	7-Oz. Pkg.	17¢
SWIFT'S EGG YOLKS	2 1/2-Oz. Glass	23¢
J & J BABY OIL	5-Oz. Btl.	53¢
EVEN-FLO PLASTIC NURSING UNITS	8-Oz. 9-qt.	39¢
GERBER BABY MEATS	3 1/2-Oz. Can	21¢

Chun-King Frozen Chinese Foods	
Cantonese Dinner	12-Oz. Pkg.
Chicken Chow Mein	11 1/2-Oz. Pkg.
Egg Rolls (WITH SHRIMP)	5 1/2-Oz. Pkg.

STRAWBERRIES	Pint Box	25¢
ASPARAGUS	Fresh California Lb.	19¢
RHUBARB	Field Grown Lbs.	25¢
RUSSET POTATOES	10 Lb. Bag	69¢
GREEN BEANS	2 Lb. Bag	25¢
YELLOW SQUASH	2 Lb. Bag	25¢
CUCUMBERS	3 Pint	19¢
ONIONS	White Lb.	5¢



Launches Mental Health Week

WASHINGTON (UPI) — Mrs. rang a 300-pound bell on the White House South Porch to launch a 1958 Mental Health Week campaign. The "Mental Health Bell" was cast in 1955 from chains and shackles once used in mental hospitals to restrain patients.

Montreal Royals in Fast Start

By UNITED PRESS Although it's still too early to talk about a runaway, the Montreal Royals and Rochester Red Wings are setting a blistering pace that's going to make them hard to catch in the International League pennant race.

Montreal scored three times in the bottom of the ninth in its home debut Wednesday to beat Miami, 4-3, and the Red Wings overcame a two-run deficit to whip Richmond, 4-2, in a night contest. The Royals have now won 12 of their first 15 games while second-place Rochester has an 11-3 record.

In other games Wednesday, Toronto defeated Havana, 6-3, under the sun while Columbus edged Buffalo, 4-3, at night.

Clyde Parris got the big blow for Montreal, a two-run homer in the ninth inning that provided relief to Leo Christodouli in his first win of the season. Rochester also won its contest on the strength of a two-run blast, this one by Don Lasseter in the eighth inning.

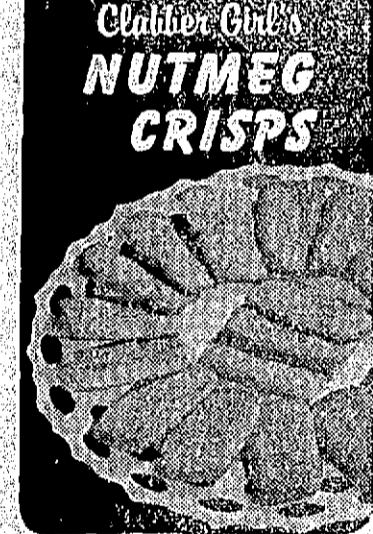
HOLLOWAY INKS CONTRACT

CALGARY, Alberta (UPI) — Chuck Holloway, wingback of the 1956 UCLA team which played in the Rose Bowl, signed Wednesday with the Calgary Stampeders of Canada's Western Football Conference. Holloway played with the Fort Ord, Calif., Army team last season.

BEARS GET \$23,836 NEW YORK (UPI) — The Hershey Bears, who added the Calder Cup playoff title to their regular season championship in the American Hockey League, picked up \$23,836 as their share from the playoff pool. The Springfield Indians got \$16,859 for finishing runner-up in the playoffs, while \$9,301 went to the Cleveland Barons and \$6,130 to the Providence Reds.

SKIN ITCH

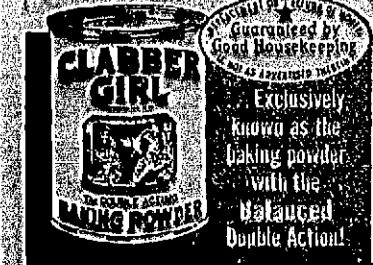
HOW TO RELIEVE IT IN JUST 15 MINUTES If not pleased, your 48c pack at a drug store will do it. ITCH-ME-NOT deadens itch and burning in minutes; kills germs, fungi on contact. Wonderful for eczema, foot itch, ringworm, insect bites, surface rashes. Today at John S. Gibson Drug Co.



The Recipe
Sift together 1 1/4 cups sifted all-purpose flour, 2 teaspoons Clabber Girl Baking Powder, and 1/4 teaspoon salt. Cream together 2 1/2 cup butter, 1 1/4 cups firmly packed brown sugar, 1/4 teaspoon vanilla extract, and 1/4 teaspoon almond extract. Add 2 tablespoons water and 1 egg yolk; beat well. Add dry ingredients; stir until well blended. Pack dough into empty 1-pound butter carton, 5 x 2 1/2 x 2 1/2 inches. Chill in refrigerator several hours. Remove dough from carton; slice about 1/4 inch thick with a sharp, thin-bladed knife. Place each cookie on baking sheet. Cut each cookie in half to form rectangles; separate cookies 1 inch apart. Beat 1 tablespoon water and 1 egg white together until just combined; brush over cookies; sprinkle with nutmeg. Bake in a 375° F. (moderate) oven about 12 minutes. Cool. Yield: 5 dozen cookies.

YOU SHOULD KNOW THIS ABOUT BAKING
It's the balance of ingredients in baking powder that governs its leavening action. Only when these are scientifically balanced can you be sure of uniform action in the mixing bowl plus the final balanced rise to light and fluffy texture in the oven.

Balanced Double Action means Better Baking!



Be Sure and Shop Our

DEL MONTE SALE

Here Are A Few of the Bargain Buys

PEACHES	4 No. 21 Cans	99¢
Del Monte Chunk		
TUNA	3 Cans	99¢
Del Monte		
ENG. PEAS	5 Cans	99¢
Del Monte		
CATSUP	6 Bottles	99¢

Don't Miss These And Other Buys!
BUY IT BY THE CASE!

COFFEE	Folgers Lb. 89¢	Maxwell House Lb. 84¢
SUGAR	10 Lbs.	98¢
Bisquick		
BISCUITS	Can	10¢
Southern Maid		
OLEO	2 Lbs.	39¢
Con		
TOMATOES	2 No. 1 Cans	25¢
Nabisco		
CRACKERS	Lb. Box	25¢
Nice Size		
EGGS	3 Doz.	1.00

WHITE GOOSE FLOUR	25 Lbs.	1.79	50 Lbs.	3.55
--------------------------	---------	------	---------	------

PRODUCE	POTATOES	10 Lbs.	49¢
Mustard or Turnip			

GREENS	Bunch	10¢
Golden Yellow		

BANANAS	2 Lbs.	25¢
2 Lbs.		

SQUASH	2 Lbs.	**25¢**

<tbl_r cells="3" ix="1" maxc

If took twice as much crude oil to produce a gallon of gasoline 38 years ago as it does today. A series of dams keeps the Ohio River at a minimum depth of nine feet.

OPEN UNTIL 9 P.M.
THURS. - FRI. - SAT.

-Visit Our Showroom-
HOPE AUTO CO.
"Your Ford Dealer"



U.S. School Aid Gets a Bit of Life

By UNITED PRESS

Federal aid to school construction got a new lease on life today when a House Education subcommittee unexpectedly approved the \$1,500,000,000 program submitted by President Eisenhower last year.

The surprise move was engineered by committee Democrats, Rep. Stewart L. Udall (D-Ariz.)

said they felt this was the only way "to get action." He said they believed the Eisenhower program "rather than other pending bills" would get maximum support.

The House today plunged into battle on another anti-recession issue—rival Democratic and Republican plans for paying weekly cash benefits to the jobless.

Seven hours of general debate started soon after the chamber convened. No votes were expected before Thursday.

The Democratic plan would extend present state unemployment compensation benefits an extra 16 weeks to persons whose benefits are exhausted, and also would pro-

vide benefits to unemployed not now covered.

The administration plan, to be offered as a substitute, would extend by 50 per cent the duration of state unemployment benefits but would not affect uninsured workers. This plan would cost about \$600 million dollars which the states would have to repay.

The Democratic program would be paid for by the government. The cost was estimated at \$1,470,000,000.

Elsewhere in Congress:

Court Sits: The Senate Judiciary Committee upbraided 10-5 a

controversial bill to restrict or override Supreme Court decisions in some securities law cases.

Railroad Aid: Sen. George A.

Smather's Senate Committee sub-

committee proposed a program to

help the nation's financially dis-

tressed railroads. Among other

things it called for tax relief,

guaranteed loans to buy equip-

ment, more flexible rate-making

to meet truck and airline compe-

tion, and "more equitable pay"

for hauling the mails.

PIKUP 5th pag: The House ...

NOT ORIGINAL

"The Star Spangled Banner" is not an original melody. Francis Scott Key's words were set to a British tune — "To Anacreon in Heaven."

FBI NABS FUGITIVE
INDIANAPOLIS (UPI) — A 20-year-old native of Coal Hill, Ark., was arrested by the FBI here Wednesday on a charge of unlawful flight to avoid prosecution nearly a year after he fled a Fort Smith courtroom while awaiting arraignment for burglary.

The FBI said the prisoner, Thomas Harvey Cunningham, was arrested under the name Tommy Ray James. Cunningham told officials he had been living here and working at odd jobs since he escaped at Fort Smith July 28, 1957.

A federal warrant was issued the same day charging him with fleeing Arkansas to avoid prosecution for burglary.



ARROW BRAND BRIQUETS

CHARCOAL

5 Lb. 39c

KROGER

SALTINES

1 Lb. Box 21c

RAINBOW SLICED

HAMBURGER DILLS

Pt. Jar 25c

TOWIE SALAD

OLIVES

8 Oz. Jar 41c

SAFE T CUPS OR

CONES

Rainbow Doz. 21c

BANQUET SPAGHETTI OR

MACARONI

12 Oz. 17c

BANQUET ELBO

MACARONI

8 Oz. 13c

SAXET

EARLY JUNE PEAS 300 Can 10c

SAXET CREME OR

CROWDER PEAS 2 300 Cans 23c

SAXET

PURPLE HULLS 2 300 Cans 23c

SAXET

PORK & BEANS 3 300 Cans 29c

STA-FLO

STARCH 6c Off ½ Gal. 39c

KROGER

MARSHMALLOWS 14 Oz. Pkg. 25c

CARNATION INSTANT

CHOC. MILK 10 Oz. 43c

SNOWDRIFT

"THE WESSON OIL SHORTENING"

LB. CAN

69c



Saxet Blackeyes

NO. 300
Can

10c

Light Crust Flour 5 39c

De Dixie Hominy 3 NO. 300
CANS 25c

Gladiola Biscuits 3 29c

Plain or
Buttermilk
CANS

make the meal... Veal

X-TRA TRIM FANCY VEAL CROWN or

CHUCK ROAST

X-TRA TRIM FANCY VEAL RIB or

LOIN STEAK

X-TRA TRIM FANCY VEAL T-BONE or

ROUND STEAK

X-TRA TRIM FANCY VEAL BONELESS

VEAL STEW Fancy

Lb. 65c

X-TRA TRIM VEAL

VEAL RUMP ROAST Fancy

Lb. 69c

X-TRA TRIM VEAL

VEAL PIKE'S PEAK Fancy

Lb. 65c

X-TRA TRIM VEAL

BONELESS ROAST Fancy

Lb. 65c

NEUHOFF PREFERRED

ALL MEAT FRANKS

Lb. 55c

NEUHOFF PREFERRED

SLICED BACON

Lb. 75c

CHICKEN — BEEF — TURKEY

HOLIDAY POT PIES 8 Oz. 5 For 1.00

10½ Oz. 99c

FRESHSHORE

BREADED SHRIMP 2 Lbs. 1.89

WISCONSIN SLICED

AMERICAN — PIMENTO — SWISS — BRICK

29c

WISCONSIN MED.

LONGHORN CHEESE 10 Oz. Pkg. 39c

LB. 49c

LB. 79c

LB. 89c

Locker or Freezer Specials
All meat custom cut and wrapped free.

FANCY VEAL SIDES 90 to 125 Lbs. 55c

FANCY VEAL HINDQUARTERS 40 to 60 Lbs. 59c

FANCY VEAL FOREQUARTERS 40 to 60 Lbs. 49c

CLIP THIS
VALUABLE
COUPON

Anniversary Special

THIS COUPON GOOD FOR

FREE! 50 S & M
FREE! GREEN
FREE! STAMPS

ONE COUPON PER ADULT CUSTOMER
COUPON EXPIRES SAT. MAY 3

FRESH CORN GOLDEN

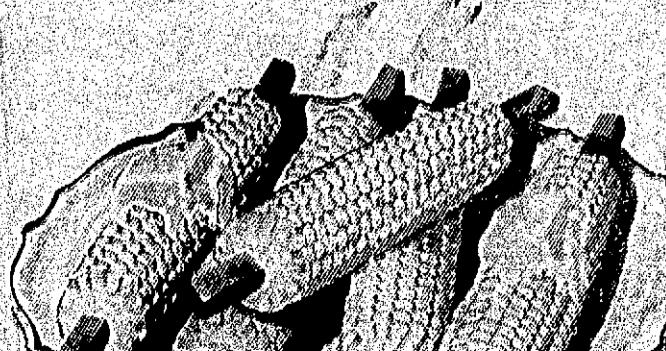
6 Ears 29c

LETUCE

LARGE CRISP HEADS 2 For 29c

CANTALOUPES 17c

WHITE ONIONS 3 lbs. 25c



PICKED AT THE
PEAK
OF PERFECTION

Hope Star Classified Ads

ADS MUST BE IN OFFICE DAY BEFORE PUBLICATION — PHONE 7-3431 FOR AD TAKER

WANT AD RATES

All Want Ads are payable in advance but ads will be accepted over the telephone and accommodated on account of the account is payable when statement is rendered.

Number	One	Three	Six	One
Off Weeks	Day	Days	Days	Month
Up to 15	.45	.90	1.50	4.50
16 to 20	.60	1.20	2.00	6.00
21 to 25	.75	1.50	2.50	7.50
26 to 30	.90	1.80	3.00	9.00
31 to 35	1.05	2.10	3.50	10.50
36 to 40	1.20	2.40	4.00	12.00
41 to 45	1.25	2.70	4.50	13.50
46 to 50	1.50	3.00	5.00	15.00

CLASSIFIED DISPLAY

1 time 75¢ per inch
2 times 75¢ per inch
3 times 50¢ per inch

Rates quoted above are for consecutive insertions. Insert or skip date will take the one-day rate.

All daily classified advertising copy will be accepted and paid for publication the following day.

The publishers reserve the right to revise or edit all advertisements offered for publication and to reject any objectionable advertising submitted.

Initials of one or more letters, groups of figures such as house or telephone numbers count as one word.

The Hope Star will not be responsible for errors in Want Ads unless same are referred to our attention after first insertion of ad and then for ONLY the ONE incorrect insertion.

PHONE: PROSPECT 7-3431

Hope Star

Star of Hope 1099; Price 1927

Consolidated 1099; Price 1929

Published every weekday afternoon by STAR PUBLISHING CO. F. E. Johnson, President Alex. H. Washburn, Secy-Tres. of The Star Building 212-14 South Walnut Street Hope, Arkansas

Alex. H. Washburn, Editor & Publisher Paul H. Jones, Advertising Manager Donald Parker, Advertising Mgr. George W. Haskett, Mech. Sup't.

Entered as second class matter at the Post Office at Hope, Arkansas, under the Act of March 3, 1897.

Member of the Audit Bureau of Circulations

Subscription Rate (payable in advance):

By corner in town and neighboring towns

Per week \$.30

Per year 15.60

By mail in Homestead, Nevada, LaFayette, Howard, and Miller counties

One month \$.85

Two months 1.80

Six months 3.60

One year 6.50

All other mail —

One month 1.30

Three months 3.90

Six months 7.80

One year 15.60

Not Advertising Representatives: Arkansas — Inc. 1602 Sterick Blvd., Memphis 2, Tenn.; 505 Texas Bank Blvd., Dallas 2, Texas; 360 N. Michigan Ave., Chicago 1, Ill.; 60 E. 2d St., New York 17, N. Y.; 1763 Penobscot Blvd., Detroit 2, Mich.; Terminal Blvd., Oklahoma City 2, Okla.

Member of The Associated Press: The Associated Press is entitled exclusive right to use for advertising of all the local news printed in this newspaper, as well as all AP news dispatches.

THE ALL-NEW

ROAD KING

As modern as tomorrow — It's everywhere

209 S. Elm Ph. 7-5800

JAMES MCALTY GARAGE

GOT A SWEET TOOTH?

Call or Come By MILDRED'S PASTRIES E. 2nd St. Ph. 7-2471

HUNGRY?

For Good Old Fashioned HICKORY BAR-B-QUE SPARE RIBS DAIRY DINER

Open 'till 10 p. m. Each Night

WANTED TO BUY

Pine Pulpwood by truck load cut in woods or otherwise.

HAROLD HENDRIX

Phone 7-4321 18th & Louisiana, Hope, Ark.

CROWN WESTERN SHARES

Of Diversified Income Fund Prospects available from

M. S. BATES

AGENT

Hope, Ark. Phone 4444

Herndon-Cornelius

Funeral Home and Burial Association

Ambulance Service

Two-Way Radio, Oxygen, Air Conditioned

Phone PR 7-5570

Local Moving and Hauling

Also Packing and Crating

Agent for MAYFLOWER

Long Distance Movers

Hope Transfer Co.

418 East Division

Day Phone Night Phone

7-4411

Services Offered

LET US renovate your old mattress. We specialize in pressure-tight upholstery.

COBB MATTRESS SHOP

712 West 4th, Phone 7-2622

B-M

RALPH Montgomery Market, custom slaughtering. We have meat for your deep freeze. See us before buying.

When to Pack or Ship
SOLINAR TABLES
By John Alden Knight

17-11

HARMON Refrigerator Service, Refrigerators, Air Conditioners, Washing Machines, Heating Systems. West Avenue B, Phone 7-3286.

17-1 mo.

RUGS and Carpets professionally cleaned with latest equipment. Wall to wall carpet cleaned on your floor. Call Hope Furniture Co., Phone 7-5505.

4-8-1m.

ATTENTION: Poultry and Egg Growers, Cattlemen, Dairymen and Individuals. Complete book-keeping service. Inez Copeland Hardware Co. or Hill & Tarpley Insurance. Phone 7-2445, 7-2204 or 7-4544.

4-17-1 Mo.

"MOTHER'S DAY SPECIAL"

You buy one — we give one. Any size portrait. Special through May 4th.

SHIPLEY STUDIO, Phone 7-5811

4-2-1mo.

For Sale

LATO Aluminum Window Screens doors and weather stripping. FREE estimate. Call Andy Andrews 7-5807.

18-1t

TWO tractors — Ford and Model 300 International. Hairs and Columns, 3rd & Elm, phone 7-6631.

4-24-1mo.

BUY Iris Plants in Bloom. Come see them, priced reasonable. F. O. Middlebrooks, Columbus.

25-18t

3 BEDROOM home, excellent location, lot, shades. Best bargain in town. Located on South Elm. Call C. L. Roberts, 7-2143.

28-6ip

ONE Boat with fiberglass bottom, 25 HP Evinrude motor with factory built trailer. Complete for \$255.00, will finance 80% or better. Tel-E-Tex Oil Co.

29-6t

OVER 1,000 Chrysanthemum plants Priced to sell. Also canna. The Arthur Gray Flower Gardens, Ozark.

29-0ip

Notice

WE Buy - We Sell - We Rent

REAL ESTATE

R. D. FRANKLIN COMPANY

A. P. Delaney, Manager

Howard Collier, Salesman

37-1t

MOVING? Long Distance Call collect 582. Free Estimates, Lower Rates.

Have Vans — WILL Travel

PRESCOTT TRANSFER

STORAGE CO.

PRESCOTT, ARKANSAS

15-1t

HOPE now getting 11 p.m. edition of Arkansas Gazette. For subscription call Bud White. Phone 7-3634.

4-8-1mo.

DON'T feed the moths. Use Berlau Mothspray and end their expensive eating. 5 year guarantee. Hope Furniture Company

4-24-1mo.

Wanted to Buy

CATTLE all kinds. See Grady Williams at E. M. McWilliams, Real Estate Co., 1201 East Third St.

Day Phone 7-3221, night Phone 7-4644.

18-1t

Help Wanted

SOMEONE to work on Poultry Farm. Contact G. G. Cleveland, Rocky Mount Road.

30-3t

For Rent

EXCELLENT downtown business

property location at 3rd and Walnut available. Presently oc-

cupied by Nun-Pentecost. Con-

tact Talbot Field Jr., Phone 7-

4500.

19-12t

FURNISHED apartment, also bed-

room with private bath. Adults only. 1002 East 3rd.

30-1t

FURNISHED or unfurnished two

bedroom, air conditioned apart-

ment. Adults only, no drinking

801 East Third.

5-1-1t

Lost and Found

BLACK hound, owner identity and

pay for ad. Call 7-6002 after 1 p.m.

30-3t

For Sale or Trade

6 ROOM home on large shady lot. Located at 403 East 14th. Shown by appointment only. Phone 7-

2145.

30-8t

ANNOUNCEMENT

I have purchased the Lion

Stamps at Tulsa and Elm

Streets, and invite my

friends to visit me.

TED PURTLE

Phone 7-9

HOPE STAR, HOPE, ARKANSAS

BUY THE
"Freshest Eggs In Town"
HAROLD STEPHENS!
Land-O-Lakes Farm
Blevins, Ark.
At Your Favorite Grocers

AUTOMATIC TUNING
214-RCH TV
Hi-Fidelity Sound System
Was \$269.95 — Now \$219.95
\$10.00 down — Easy Payments
MONTGOMERY WARD
Catalog Sales Office 212 S. Main

Make Reducing A Delight
stauffer
HOME REDUCING PLAN
Buy It for \$14.95 Monthly
Marcelle's Beauty Salon
114 E. 2nd Pho. 7-2776

HILL & TARPLEY
INSURANCE
"Your Protection
Is Our Business!"
REAL ESTATE — LOANS
214 E. 3rd Phone 7-2264
Frank Hill — Elbert Tarpley

MATTRESSES
Rebuilt or Made Into Inner-
spring. Work Guaranteed.
One Day Service
DAVIS
Furniture & Mattress Co.
117 So. Elm Pho. 7-3212

FRAN'S
DANCE STUDIO
Adults and Teen Ages
Group or Private Instruction
Ballroom Only — PR 7-4335

Ward's Annual
BLANKET SALE
Just in time for Mother's Day,
Graduation and June Brides.
50c down holds purchase until
November — 6 mos. to pay.
MONTGOMERY WARD
Catalog Sales Office 212 S. Main

AWNINGS
CANVASS or METAL
Manufacture Venetian Blinds
Renovate Old Blinds,
Repair or Retape, Repaint
RUG CLEANING
For estimates — Call or Write
COOPER-BLANKENSHIP
(formerly Riley-Cooper)
1615 Texas Ave., Ph. 32-1841
TEXARKANA, TEXAS

In case of Illness or
Accident, Call on...
Oakcrest Ambulance
• Air Conditioned
• Oxygen Equipped
Dial Prospect 7-2123
Oakcrest Chapel Inc.
300 E. Second Hope, Ark.

Give her a...
GIFT CERTIFICATE
For Mothers Day
**DIANE'S
BEAUTY SALON**
Phone 7-3118 204 S. MAIN
EDITH — DIANE

Mother's Day
MAY 11
Send HER A
GIBSON
Mother's Day Card
From
Jacks News Stand
Hope, Ark.

**MEMORIALS
IN BRONZE**
Provides Sculptural Beauty, and
a Permanent Record at Mod-
erate Costs.
Contact Salesmen:
TERRELL S. CORNELIUS
7-2513 7-2227
BINFORD MCRAE
7-4919

MEMORY GARDENS
"Perpetual Care Cemetery"
Hope, Ark.

OPEN UNTIL
9 P.M.
THURS., FRI.,
SAT.
**W.E.D.O.
CARS**
WEEK
MAY 1-10

See Our New
And Used Cars

**HOPE
AUTOCO.**
"Your Ford Dealer"

In the Dog House

ACROSS
1 — hound
7 — Diamond
terrier
13 Standards
of perfection
14 Arabian
Chieftains
15 Diamonds
16 Falls to hit
17 Pewter coin
of Thailand
18 Carpenter
term
20 City in The
Netherlands
21 Growing out
22 Tree
26 Regard highly
31 Fretted
32 Get up
33 Calf meat
34 Scottish
slder trees
35 Take into
custody
38 Indian conical
tents
40 — spaniel
42 Hawaiian
pepper
43 Natural fat
45 Little (Fr.)
46 Reiterate
51 Small candles
53 Thirty (Fr.)
54 Everlasting
(poet.)
55 Emphasis
56 Raved

5 Click-beetle
6 Hebrew
7 Asiatic
8 Redue in
tank
9 Chemical
compounds
10 Not elsewhere
specified (ab.)
11 Indolent
12 Angered
being
13 Symbol for
sodium
14 Polynesian
gesture dance
15 Genus of
maples
16 Hip

18 Indolent
19 Domestic
slave
20 Disorder
21 Savots
22 Seesaw
23 Printing
mistakes
24 Hip

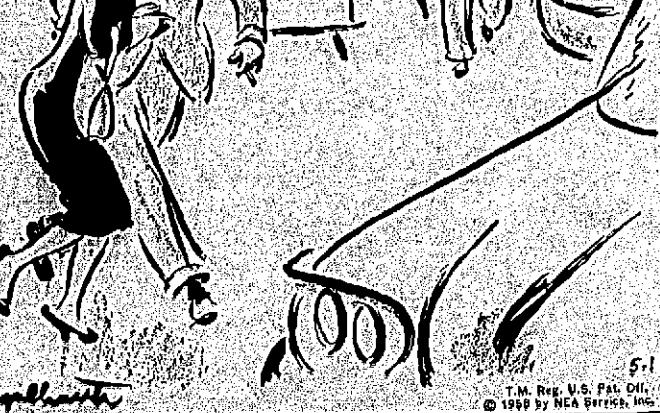
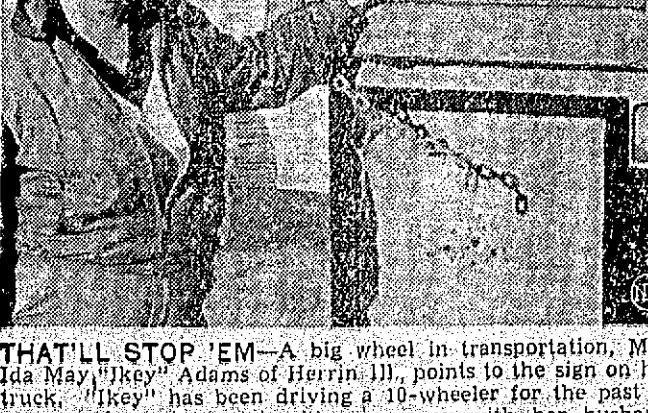
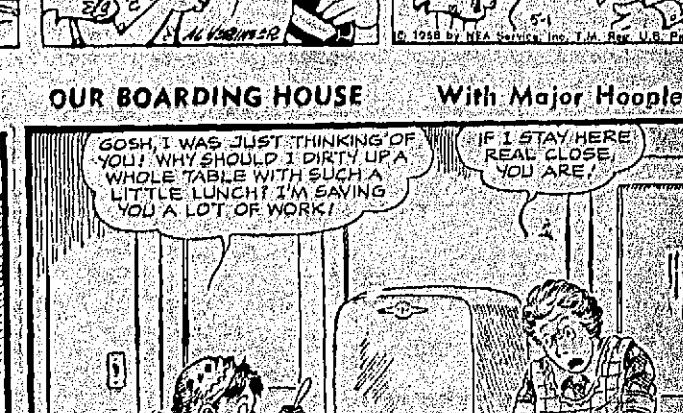
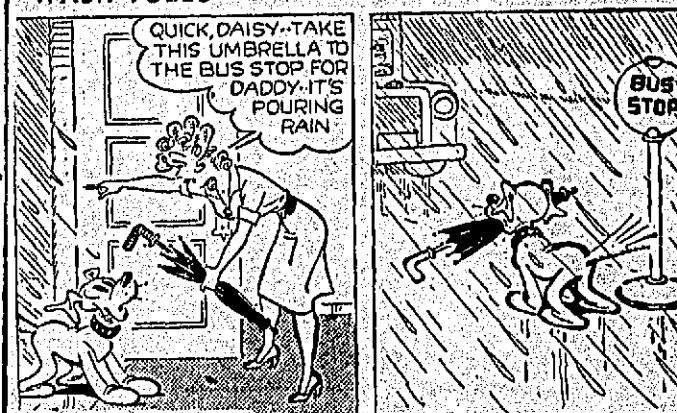
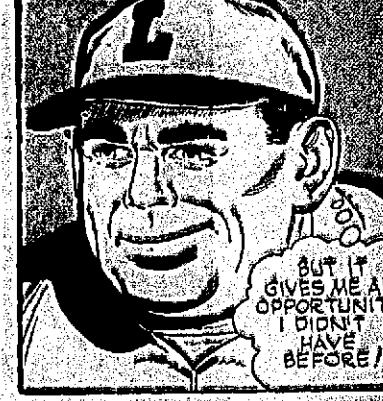
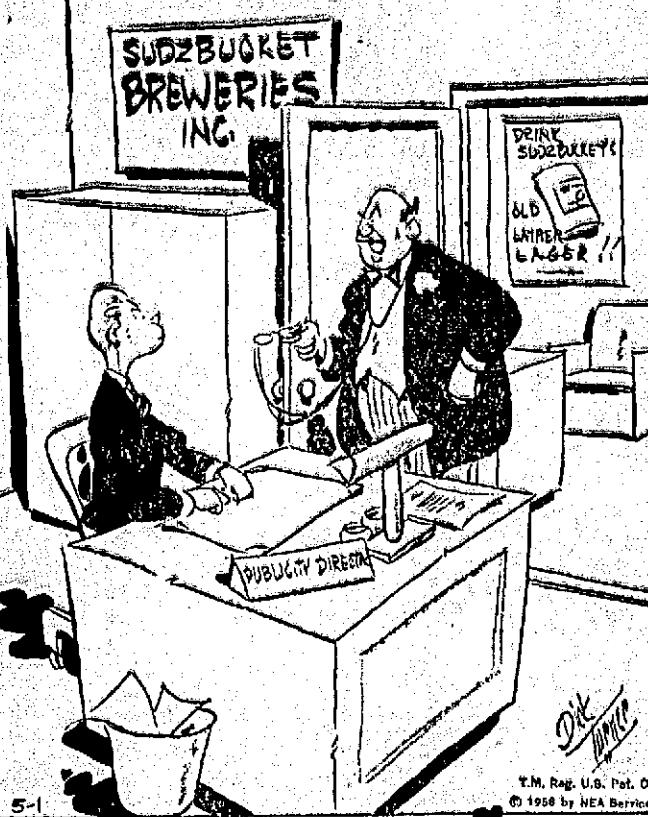
25 Size of shot
26 Share
27 "Emerald Isle"
28 Domestic
slave
29 Perspires
30 Disorder
31 Savots
32 Seesaw
33 Printing
mistakes
34 Hip

35 Size of shot
36 Crafts
37 Green (her.)
38 Saucy
39 Sea eagle
40 Employed
41 Matiner's
direction
42 Writing
implement

Answer to Previous Puzzle

CARNIVAL

By Dick Turner





HERE ARE THE KEYS to America's Prosperity ... and OUR AREA, Too!

From May 1 to 10, car dealers in Texarkana, Hot Springs, El Dorado, Camden, Hope and Magnolia are making a special effort to show you the many new features of 1958 automobiles -- and they're offering many inducements to get you to buy one!

Old fashioned sales efforts like these are truly encouraging signs on the business horizon. The progressive, forward looking dealers are not content to wait for business to get better, they're DOING something to MAKE things better.

For each of us, the keys to a 1958 Automobile are the keys to America's prosperity. As the auto industry goes--so goes the nation. This is true, too, for the great area in which this special event is now underway because the automotive businesses and other businesses who are connected with it represent a major section of the economy of our communities.

If you have any idea of buying a car this year--or next year--consider well what your purchase of a new car from now until May 10 can mean to your community--your neighbor--and your job too. Buying makes jobs--and buying a new car makes a lot of jobs right in your community.



STARTS TODAY!

in HOPE, CAMDEN, TEXARKANA,
HOT SPRINGS, EL DORADO and MAGNOLIA

A GIANT SIZE SELL-A-BRATION Featuring
BIG PRICE REDUCTIONS, SPECIAL TERMS and
A HOST OF BIG ADVANTAGES For The Buyer!



Sale-O-Rama of Automobiles Starts Here Here Is Action

In this issue you see crusading, constructive action of America's automobile manufacturers and their associates in our own communities.

Here you see the "opening guns" of the attack on the problem of a so-called recession with its more serious psychological effects which slow down the normal buying of the average person.

With the sound perception of clear thinking business men, the automobile dealers are undertaking a dynamic and unified sales effort to stimulate the sale of cars during the next ten days — with the full support of the industry — in an area which encompasses half a state and portions of two others.

In spite of reasons for the current recession talk and variously interpreted employment and business statistics, this important group of men in our economic life realize savings deposits are at an all time high in our area, many thousands are employed at the highest earning rate in our history, and that there are countless other indications business can be much better.

People have money to spend! They must be influenced to do so by strong, intelligent and honest selling. They must be reminded emphatically "spending means jobs" is a proven fact which applies to everyone.

Yes, we commend the automotive industry and its dealers for action — constructive action which every businessman and every individual may well follow to his country's, his state's, his community's and his own benefit.

Women Are the Real Factors Behind New Car Purchases

21 Counties Participating In Sale-O-Rama

Twenty-one counties are participating in the big automotive sales effort called Sale-O-Rama which begins today. They are:

In Arkansas — Ouachita, Union, Calhoun, Columbia, Hempstead, Howard, Nevada, Hot Springs, Montgomery, Lafayette, Miller, Little River, Sevier, Dallas and Garland counties.

In Texas — Bowie, Cass, Camp, Morris, Red River counties.

Oklahoma — McCurtain County.

Car Industry Plans Ahead With Research

Research is a billion-dollar key to the automotive industry's future.

According to this AP dispatch, the industry has invested that much or more in research that is a half-century has developed the automobile from a motorized contraption to one where tolerances of one ten thousandth of an inch and surface depths of millions of an inch are commonplace measurements.

According to his AP dispatch, General Motors has its huge Technical Center north of Detroit housing the research staff, styling, engineering, research, manufacturing development and a service section. Ford has its Research and Engineering Center, one of the largest of its kind in the industry, in nearby Dearborn. Chrysler houses its research laboratories in Detroit, with additional leased floor space devoted to studies of automotive gas turbines and piston engines.

Color choice in those early days was limited, to say the least. If your car was not black or brown, it was green or gray. Ours was black, and it took the twisting Arkansas country at a very leisurely pace.

It's fortunate we were never anxious to get anywhere, for every few miles, on the steep hills, it was necessary for us to stop said water from roadside streams, then wait for the steam to clear away before we resumed the journey.

Best of all our family's vehicles was a rough and rugged little truck we bought when we moved to the deserts and mountains of Colorado.

All sorts of camping equipment was piled into that demon on four wheels. It was in that little truck that I learned to drive. The desert was a perfect practice field, and as a result of my attempts to shift gears and let out the clutch without killing the motor, I was responsible for several gullies and arrows that did not exist when we invaded the Colorado territory.

I remember my Uncle George driving me high up in the mountains one Christmas day so I could try my new Christmas sled. Even with chains the truck couldn't grip the icy roads, and for 10 long seconds ran straight to us. We bounded backwards down the steep mountainside. George didn't make a curve and we disappeared into a snowbank, unscathed but scared stiff.

But now the spirit of adventure has gone out of driving, and with their demand that their cars and trucks be more fuel efficient, within the

YOUR BEST
Opportunity
TO BUY A
New 1958
model

Offered you by 65
Dealers of this area
and the auto makers
of America.

Used Cars Big Item to Auto Dealers

It automobile dealers sell six million or more new cars this year, nearly 5 million used cars will also be sold.

These figures on used car sales show the importance of the used car market in the overall economy. There must be a market for disposing of used cars if there is to be any sizeable new car market. The car manufacturers know this. The average automobile owner counts on an allowance for his used car in order to pay for a new one.

Most new car sales are made with a trade-in, not merely because the car owner wants to realize the cash value of his older car, but because he cannot buy a new one if he does not cash in the used car.

But there is more to the story than just the fact that a market has been established where a car owner can dispose of a used vehicle. Millions of Americans never buy anything but used cars simply because that is all they can afford.

In prosperous periods the new car market draws many buyers from the used car market, but in less favorable times — or when car prices shoot up — many buyers move down to the lower price ranges.

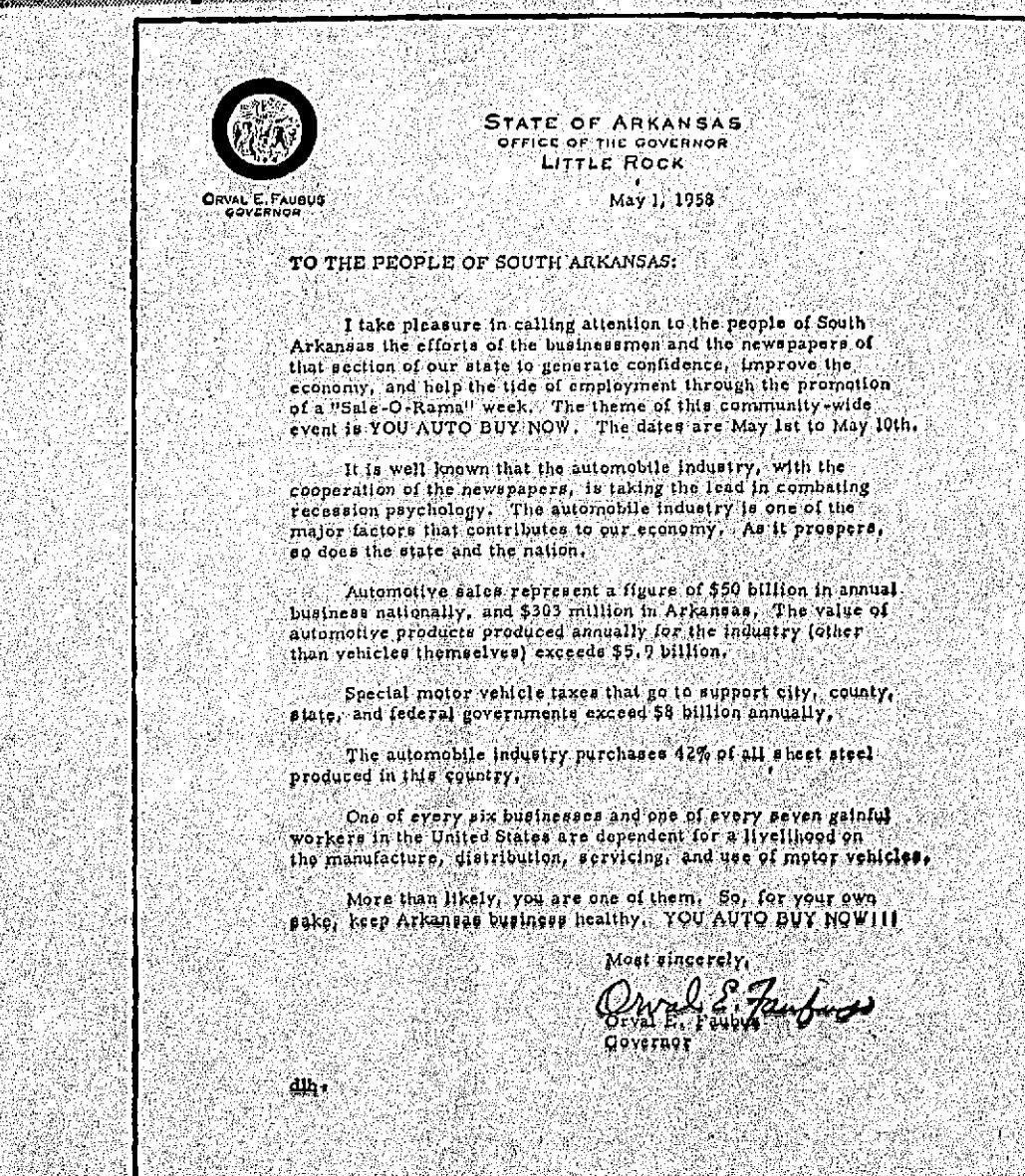
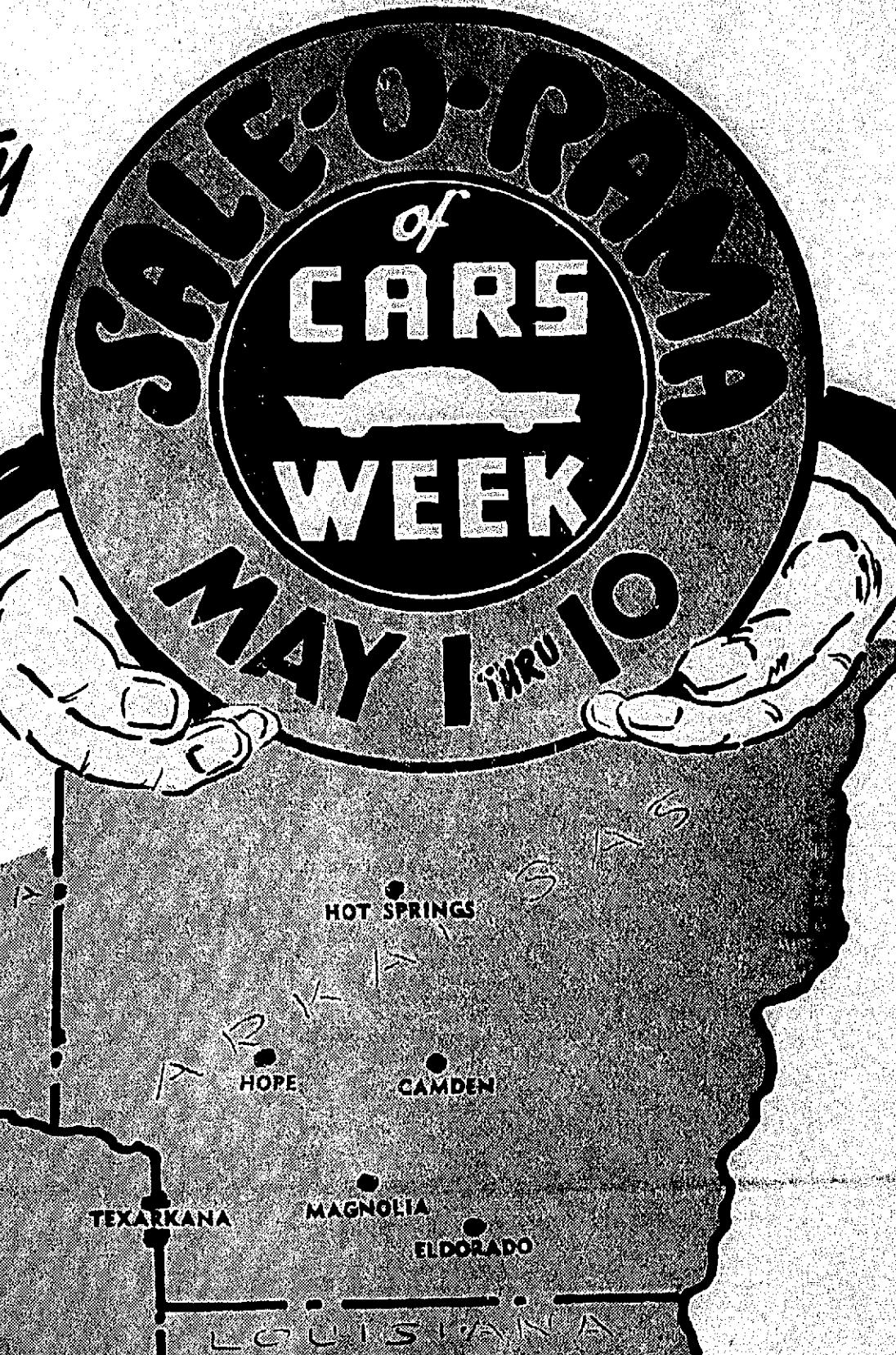
The low price area takes some buyers from the medium price range, but loses as many to the used car market.

and reaches into Southeast Oklahoma. Manufacturers are pulling their resources from their showrooms. Some will buy new and used cars, they are the key man in Sale-O-Rama, television and listen to radios. They know more about cars how to present that knowledge in call. He may hit, and he may be the dealer who sold it to him, portunities wherever they come best salesmen in this area never forget this obligation to the customer, and that is why these dealers are often told by customers, "I like to do business with you" man between the customer who

But with the return of the buyer's market came price competition, cutting into profits, and things are different now.

An estimated 92 per cent of all the cars on the road have by figures collected outside the automobile industry, in them as standard equipment.

Dealer profits on sales before taxes averaged \$204 on each new unit in 1958. The following year they dropped to \$44, and in the first six months of 1959 they aver-



Buyer's Market Prevails in Cars, Dealer Profits Cut

Right after World War II, the automobile dealer was the envy of all other salesmen as his profits poured in from a big backlog of unfilled car orders. All he had to do was take orders from a long waiting list.

But with the return of the buyer's market came price competition, cutting into profits, and things are different now.

Dealer profits on sales before taxes averaged \$204 on each new unit in 1958. The following year they dropped to \$44, and in the first six months of 1959 they aver-

aged \$68 on each new unit.

According to the National Automobile Dealers Association, the average new car dealer has \$102,000 invested in his business for buildings, lots, furniture, equipment and other facilities. His inventory investments are in addition to this sum.

Most dealers sell fewer than 100 new units each year, sometimes in the bigger cities, do a greater volume and have a far greater investment in their businesses.

The National Automobile Dealers

Association estimates the average dealer must spend \$677 per new unit retailed annual to operate his business. This goes for salaries, commissions to salesmen, rent, heat, light, advertising, office expense etc.

His sources of revenue are the sale of new and used cars, shop and repair services, parts and accessories, and in some cases, service station sales.

Most auto dealers expect little or no revenue from the used car market. Over-allowing on many trade-ins, they sell them at wholesale rather than recondition them for sale.

Minnesota is one of the top ranking honey-producing states of the Union.

Car Dealers to Unite in a Big Sales Drive

The biggest united sales effort ever undertaken in the 21-county area that covers South Arkansas and reaches into Southeast Oklahoma and Northeast Texas begins today. Sale-O-Rama will run for the next 10 days.

Sixty-five car dealers and the United States' automobile manufacturers are pooling their resources to offer the 488,100 people in the tri-state area special prices, special terms, and many other advantages to induce them to buy the 1958 models.

Auto Salesman Has Key Role In Sales Drive

The automobile salesman is the key man in Sale-O-Rama Week, which opens today.

He is one of the men upon whose shoulders the nation's biggest industry and a great deal of its economy rests. He is the man thousands of people in Southwest Arkansas, Northeast Texas and Southeast Oklahoma will be hearing from this week.

In the highly competitive business of retailing cars from the many new-car sales agencies in this area, the typical auto salesman is a man who likes to sell cars. In most cases, cars are the only things he has ever sold because they are the only things he's ever wanted to sell.

A man who has been selling cars in this area for years says the best car salesman is the man who first made up his mind that he wanted to sell, then determined that it was cars he wanted to sell. Such a man throws his life into the job.

The typical salesman today is conferred with a greater challenge than ever before—selling an informed public. People read their newspapers and magazines, watch television and listen to radios. They now know more about cars than they ever knew before, and when they go to buy the auto salesman has got to prove that he knows even more.

The average car salesman in this area knows his product down to the tiniest bolt, and he knows how to present that knowledge intelligently.

He is not an ordinary man. He reads all the sales manuals he can, then throws them away. He knows that people show disinclination to be sold into groups and to stay there, so he handles each of them separately. He approaches his job objectively. He has a car to sell. He thinks it is the best car on the market. If he didn't think so, he would not be selling it.

But he is realistic. Anybody coming in to see him can get a good car in a dozen other places, and he knows it. His big job, then, is confidence. Confidence in him, in the car, in the firm. Confidence is something that pays off then and in the future. If a buyer finds it, he is going to continue to buy that car, from that salesman and that agency.

This is the man who has sold the same make of automobile to the same buyer six or seven times. There are men in this area who have done that. They sell for the future as well as the present—their idea being that the new car delivered to a buyer today ought to be on two, three, maybe four years, the basis of a repeat performance two, three, maybe four years hence.

As a rule, he keeps a sharp eye on his records of old customers, and when he figures one is about ready to buy again, he makes a call. He may hit, and he may miss. But if he does not hit, the man he tried to sell at least knows he is interested in his business.

These figures on used car sales show the importance of the used car market in the overall economy. There must be a market for disposing of used cars if there is to be any sizeable new car market. The car manufacturers know this. The average automobile owner counts on an allowance for his used car in order to pay for a new one.

Auto dealers often cite automobile insurance as an example of what the automotive industry has done for one field of business. Once a small but growing sideline with the major insurers, automobile insurance is now big business in itself.

Retailers Are Salesmen of Old and New

If automobile dealers sell six million or more new cars this year, nearly 5 million used cars will also be sold.

One big automobile manufacturer, General Motors' Edward T. Ransdale, said that every time anyone buys a new automobile it provides a month's employment for an automobile worker plus additional employment in allied industries.

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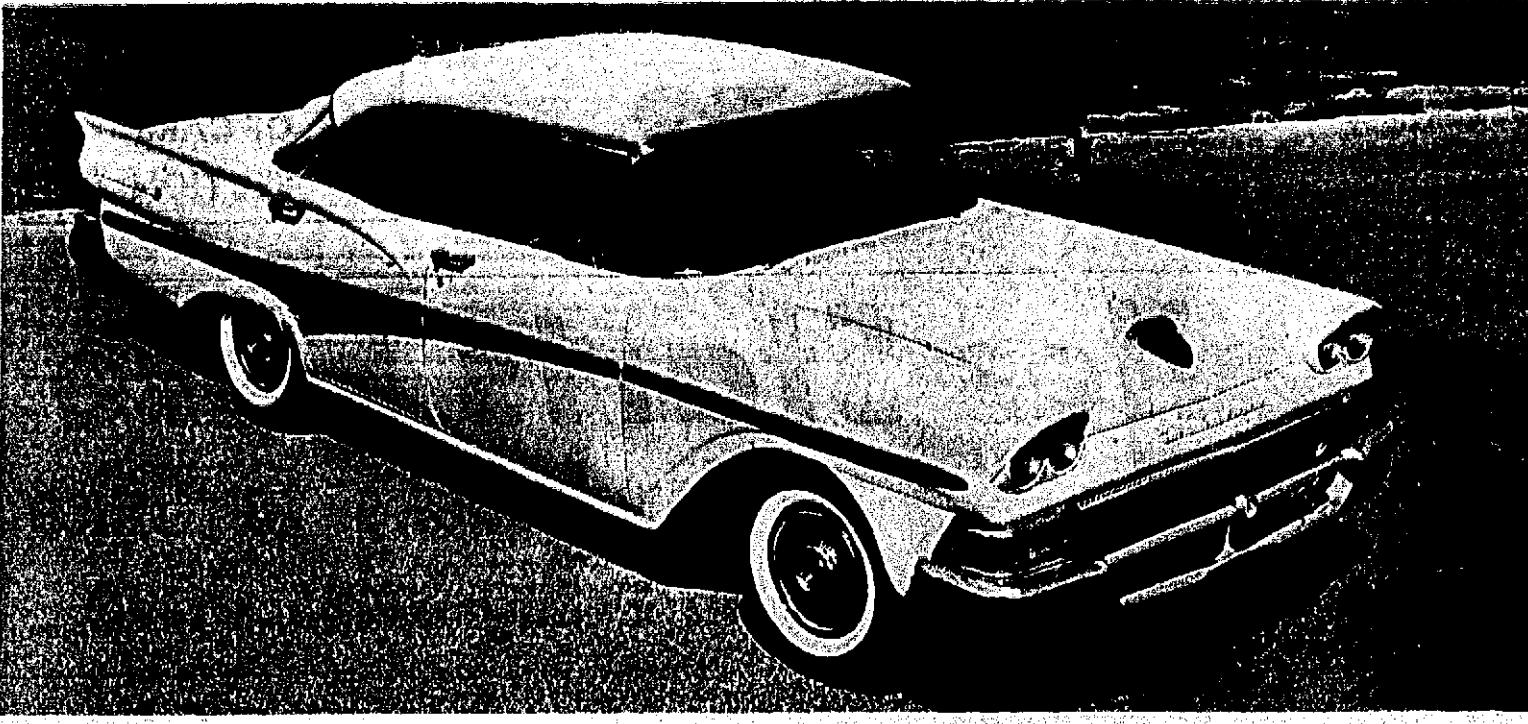
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Most new car sales are made with a trade-in, not merely because the car owner wants to realize the cash value of his older car, but because he cannot buy a new one if he does not cash in the used car.

A certain amount of business comes from those who walk into the showroom, but a lot more comes from outside contacts. Some prospects come from customers who have bought cars. A satisfied customer, the salesman knows, is the best advertisement in the world. He shows his car to his friends, praises its performance and expresses his trust in the dealer who sold it to him. His confidence in the car and the agency inspires confidence in others.

The most successful salesman in the area is one who is quick to grab opportunities wherever they come up — during a coffee break, at a luncheon, or in a meeting. When they happen to meet somebody who is buying, they try to find out if he has anything definite in mind.

Continued on Page 11.



NEW STYLING, new engines, new transmission and new air suspension are features of the 1958 Fords, such as the Fairlane 500 Town Sedan (above). Ford's new engines, teamed with new Cruise-O-Matic drive and low ratio rear axle, provide fuel savings up to

15 per cent. Cruise-O-Matic gives instant response and solid feel throughout all engine speeds. Optional Ford-Sure-Suspension gives driver and passengers a smooth level ride regardless of load conditions. Hope Auto Company in Hope is the Ford dealer.

The Car Industry Spends \$1.5 Billion to Put Current Models on Market

It cost American automobile manufacturers about \$1.5 billion dollars to put the 1958 models on the market.

That amount produced one new make, new models for two companies, and sweeping changes to a dozen other cars. Engineering changes and dramatic styling are not usual in an off year, but they were made for the 1958 models in anticipation of stiff competition in the industry.

Car makers developed more than 350 different models for the 1958 market. These ranged from convertibles through hardtops to station wagons.

Ford's Edsel series and General Motors' Chevrolet and Pontiac lines came purring into the competition as something wholly new, while Ford, Buick and Oldsmobile appeared with broad changes. The basic styling of Chrysler's lines, featuring the familiar dart and fin, was retained, but there were other changes in design and engineering advances in the 1958 models.

Although they are not emphasizing power and speed as promotion factors, the car manufacturers increased engine horsepower for the 1958 models.

The cars and their features are:

EDSEL: It has self-adjusting brakes; pushbutton automatic transmission controls installed in

center of steering wheel. Lower priced Ranger and Pacer models have 203 horsepower V8 engines. Upper medium priced Corsair and Citation have 345 horsepower engines. All have unusual grille design with vertically positioned oval in center. Gull wing rear lights.

RAMBLER AMERICAN: 100-inch wheelbase; lowered roof; sparingly trimmed. 90 horsepower L-head six-cylinder engine; small

multiple pitch turbine for automatic transmission; optional at no extra cost.

CHEVROLET Four series: Bel-Air, Impala, Biscayne and Delray. Impala in Bel Air series, but confined to sport coupe and convertible models. All units nine inches longer at 205 inches overall. Roof lines lowered 2½ inches; dual headlamps; low flat hood unbroken by ornamentation. Rear fender lines sweep outward from body. "Sculpturamic" styling emphasizes new lines of front fenders. Five V8 and one six-cylinder engine. Optional at extra cost is air suspension with "level air" device that automatically maintains riding level regardless of load or load location.

PONTIAC: Lower, longer and wider; length increased as much

as 8.7 inches; width 2.2 inches; hood one inch lower. Dual twin

headlamps and rear lights; multi-type side moulding; low horizontal grille. Suspended brake and clutch pedal; new chassis frame; new coil suspension. Larger engines with 10.5 to 1 compression ratio. Optional at extra cost: Non-slip differential, air suspension and fuel injection.

Outstanding changes by other makers include:

BUICK: New body shell; new multiple pitch turbine for automatic transmission. Horizontally placed dual front and rear headlights. New grille. Also an entirely new luxury series called the Limited; eight inches longer over-all than other Buicks. Air suspension optional at extra cost.

OLDSMOBILE: Four behind dual headlamps; new body shell; new grille; rear lights in shape of deep "V" topped by round lenses at rear of each fender. Air suspension optional at extra cost. A new carburetor and choke combination is designed to improve fuel economy.

PLYMOUTH: New grille; dual headlamps; 54-inch height. Color separator. Rear lights in semaphore style on each fender end. STUDEBAKER: New front and rear ends. Lower roof line; lowered silhouette. Dual headlamps; re-

fining basic fin and dart styling. "CHRYSLER: Broader front and rear glass areas. Three horizontally placed rear red lights on each rear fender end.

DODGE: Retains 1957 model tall fins. Has so-called "Control Tower" windshield; new grille; dual headlamps of equal size.

IMPERIAL: Massive bumpers; refined fin fenders; re-designed engine; "Control Tower" windshield and larger rear windows. Retains basic styling. Auto-Pilot; electric door locks controlled from instrument panel and Sure Grip differentially optional at extra cost.

RAMBLER and **RAMBLER AMBASSADOR:** Ramblar has low and wide grille; flared tail fins chrome trim; tail lights mounted low in the fins in a housing flowing forward into rear fenders. Pushbutton control for automatic transmission; new and larger wheelbase. Ambassador Motors' Ambassadors, so-called "senior models," replace discontinued Hudson and Nash series. Dual headlights; new automatic transmission with pushbutton controls; transistor radio; rear fender flare outward with upper and rear edges covered with chrome moldings.

STUDEBAKER: New front and rear ends. Lower roof line; lowered silhouette. Dual headlamps; re-

new grille. Modestly flaring rear fenders. One-piece drive shaft; 14-inch wheels. Twin Traction differential optional, extra cost.

PACKARD: Two new models in Packard Hawk and hardtop design. Sweeping canted rear fenders. Leather interior on Hawk model. Fibre-glass hood cover. Twin Traction differential optional at extra cost.

MERCURY: New model called the Park Lane. Quadri-beam headlamps. Recessed hood stepping up to the roof. Greater rear roof overhang with outrigger tail lights. Self-adjusting brakes. Four engines range from 312 to 400 horsepower. Optional, extra cost equipment includes speed limit safety monitor, single knob air conditioning system and air cushioning.

CONTINENTAL: Called Mark III. Reverse slanted rear window power operated. All models unitized construction (chassis and top welded into single unit). Aluminum grille. All models longer and lower. New 375 horsepower engine.

LINCOLN: Utilized construction. Aluminum grille; dual 5-inch headlamps. Five inches longer over-all. Lower silhouette.

FORD: Retains canted rear fender styling. New line of engines with "Cruise-O-Matic" drive, a new power train said to combine overdrive economy with automatic transmission efficiency. New safety dual headlights, coronet proof anodized aluminum grille, lower dome hood, fluted roof, sculptured inverted-V deck lid, twin pod tail lights. Horsepower maximum of 300 on new V8 engine. Optional equipment includes air suspension.

CADILLAC: New grille and front end; new rear quarter treatment; ventpanes on four-door models; new four-link suspension standard; air suspension optional extra cost; front fender 4 inches longer; horsepower up slightly; dual headlamps and dual air intake on hood. New grille is "projectile" type, with 80 to 90 individually installed projectors about 1½ inches apart.

Whittaker is Opposing Rep. Trimble

LITTLE ROCK (UP): Lee M. Whittaker of Fort Smith announced Tuesday for Third District Congressman, opposing veteran Rep. J. W. Trimble of Berryville and two other candidates in the July 29 Democratic primary.

Whittaker, 40, defeated for the

post in 1948 and 1949, said he is

after the job this time because

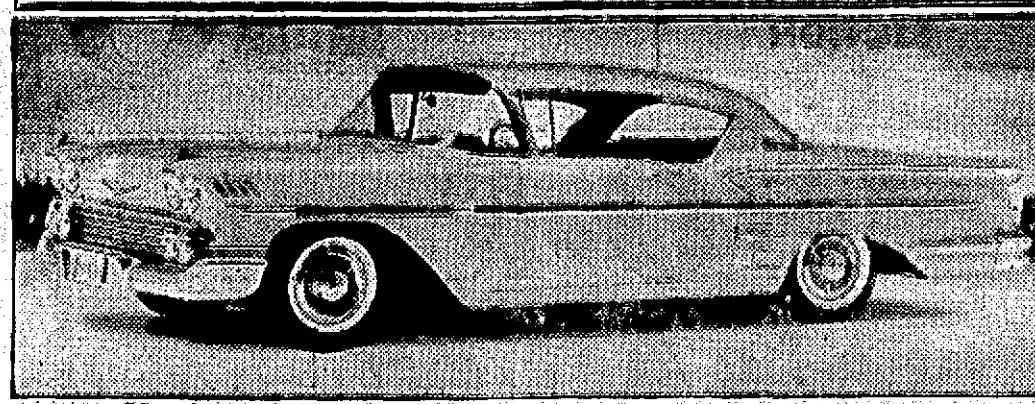
"we've been without a Congress-

man in Fort Smith since 1948."

He said Trimble is "a fine

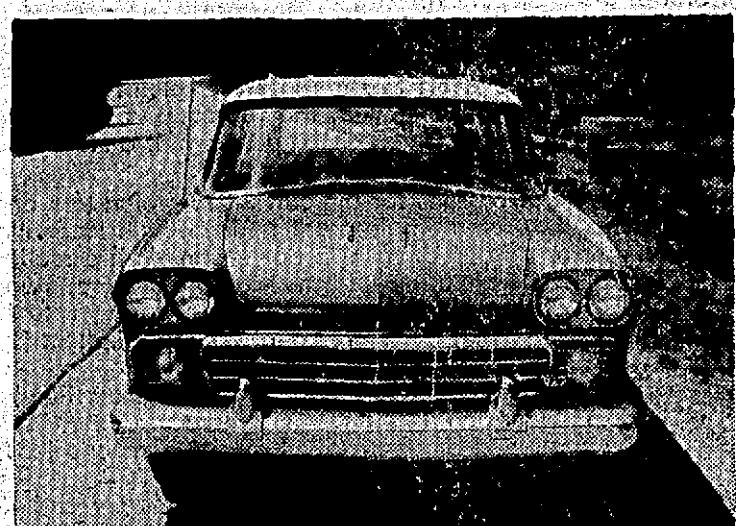
Tops in Luxury

CHEVROLET INTRODUCES IMPALA



Chevrolet offers in its 1958 Bel Air series two Impala models, named after and strongly reminiscent of a "dream car" in the GM Motorama. They are but a few of the many chassis advances. Impalas are grouped with the Bel Airs, one of four new series of Chevrolets this year.

New 1958 Rambler



The front of the 1958 Rambler features hooded and horizontally set dual headlights and a massive die-cast grille. The restyled hood flows smoothly into the crisp front fenders. The large amount of window glass provides drivers and passengers with excellent visibility. The new models will be placed on sale at Rambler, Nash and Hudson showrooms on October 22.

radios and clocks and lighters and models. For instance, the Riviera other "extras" in the automobile. Impalas, Sun Valley, Capri, Mc-

Whittaker, a new and used car dealer, said he is not aligned with any candidates for other offices.

"The only alignment that I have is with a group of small businessmen opposed to the political machine which put Wilder and Poe in the race," he said.

He promised if he were elected, he would work to keep Fort Chaffee a permanent base, and extend it if possible. He said that Oklahomans have opposed enlarging of Fort Sill, so it might be possible to increase the size in Chaffee instead.

Whittaker said he would also work on putting highway 71 into the national interstate program.

On the economic front, he said he would support additional unemployment benefits, even for those not covered by unemployment insurance, "on a purely temporary basis."

"I am a segregationist. I was born and raised a segregationist. Each school board has its own situation. I would be for the local option plan, leaving it to each school board to settle its own problems," Whittaker said.

He said he was "never honestly defeated" in any campaign for Congress. By that, he said, he meant he was "stolen out" of the 1948 campaign and "counted out" in the 1948 election.

This "living in cars" by the female is responsible for the power devices becoming so popular, and it accounts for the increased number of automobiles on the roads today. It's responsible for the

other "extras" in the automobile. And it even accounts for the trolley which appeal to the imagination of today's woman.

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THURS. - FRI. - SAT.

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“Your Ford Dealer”



BUY YOUR NEW CAR DURING SALE-O-RAMA + MAY 1-10

WE WILL FINANCE IT!
+ SAVE MONEY -
+ TRADE AT HOME - AND HELP HOPE BUSINESS!
+ YOUR CHOICE - OF LOCAL INSURANCE AGENTS!

THE ONLY INSURANCE WE REQUIRE IS ON THE CAR AND WE WILL PLACE IT WITH THE LOCAL INSURANCE AGENT OF YOUR CHOICE!

CITIZENS NATIONAL BANK

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“Friendly Banking Service Since 1902”

HOPE, ARKANSAS

Thursday, May 1, 1958

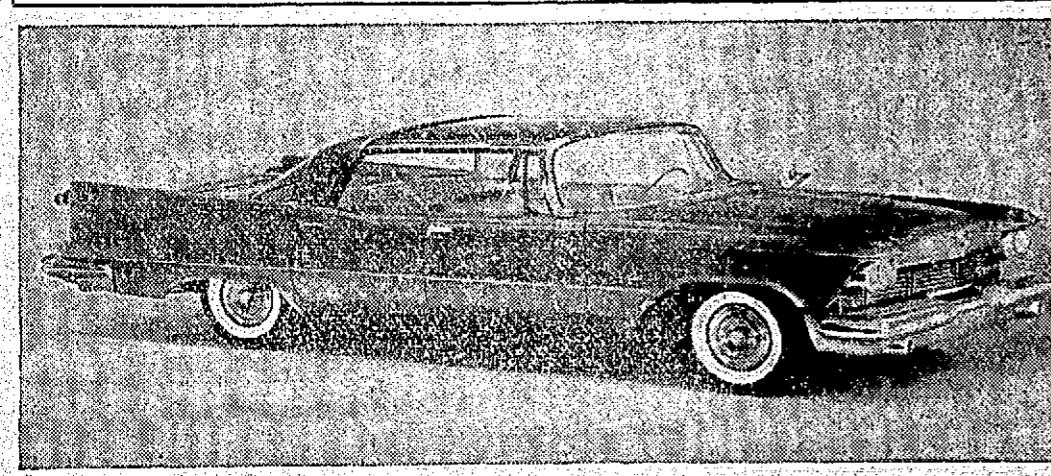
HOPE STAR, HOPE, ARKANSAS

1958 CHRYSLER WINDSOR IN NEW LOW PRICE RANGE



The 1958 Chrysler Windsor four-door hardtop is all new in a lower price range. It features dual headlights as standard equipment, aircraft-type bubble windshields, new power steering, push-button Torqueflite transmission and Torsion-Aire Ride, the only advanced suspension available as standard equipment. The Windsor is also offered in a two-door hardtop, four-door sedan, two-seat Town and Country wagon and three-seat wagon. It is powered by a 290 horsepower engine.

LONGER 1958 IMPERIALS OFFER LUXURY FEATURES

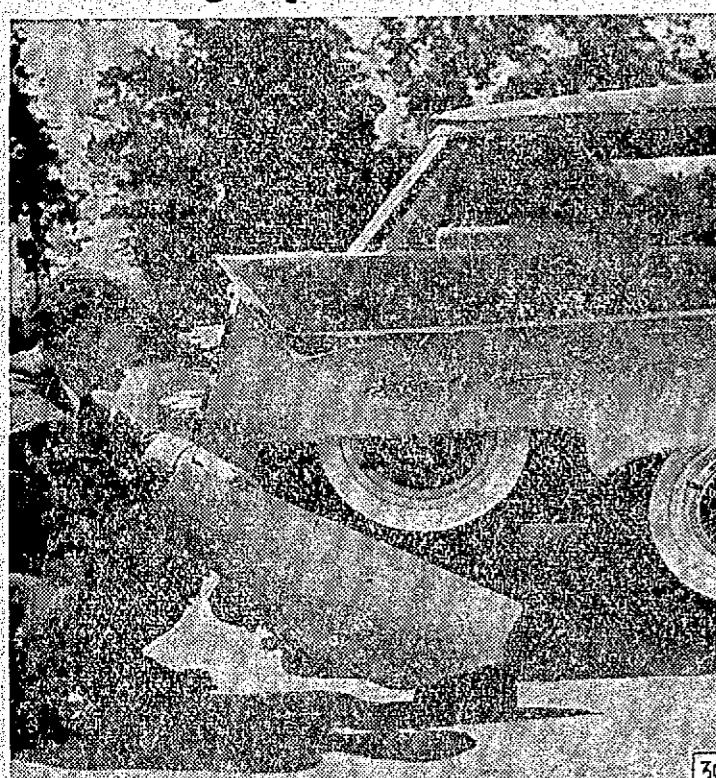


Longer and featuring new interiors with 20 new exterior colors, the 1958 Imperial Crown four-door hardtop is offered with unique landau top roof section. It is available with new integrated electric door locks, Auto-Pilot automatic driver

assist, and Super Soft Cushion Tires, the biggest, softest riding tires on any production car in the world. It has the new FliteSweep deck lid and a new rectangular check grille. It is powered by the 345-horsepower V-8 engine.

Imperial Dealer in Hope Is Nunn-Pentecost Motor Company

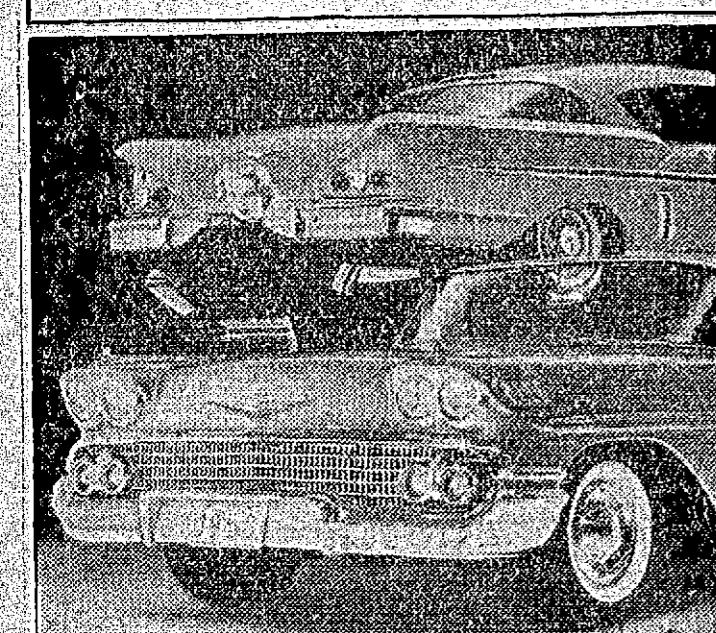
Dodge Spare Tucks Away



Spare tire stowage is no problem on this 1958 Dodge Sierra station wagon. The tire is tucked away in a well in the right rear fender, allowing all inside space to be utilized for cargo—a full 95 cubic feet. The unique storage is standard equipment on all Dodge Sierra Spectator station wagons which feature the rear-facing third seat.

Beauty Going Your Way

1958 CHEVROLET: Fore and Aft



Effectiveness of the 1958 Chevrolet styling is shown by this front-view of the Impala, luxury models in the Bel Air series. The gull-wing sweep at the rear is a perfect complement to the fleet, flowing lines that begin with the fine-grid concave ribs of the grille. In addition to complete body redesign, the latest Chevrolets offer such features as Level Air suspension or all-round coil spring suspension, a more rigid frame and body and an unusual new V-8 engine. Impala is an offering of 17 models.

IRAN APPROVES DEAL

SIMPSON'S CAST REMOVED

IRAN, Iran (UPI)—Iran has accepted a deal with Standard Oil of Indiana to exploit offshore deposits in the Persian Gulf. Uninformed sources said Standard Oil was offering Iran 15 per cent of all net sales and that Iran's National Oil Co. had accepted the offer.

NEW YORK (UPI)—Injured outfielder first baseman Harry Simpson may be available for pinch-hitting duties in about a week. The New York Yankees announced today Simpson had his cast removed from his broken right wrist and worked out with the team Tuesday.

Try First Aid Before Calling a Specialist

Here are some major headaches with possible minor causes that a motorist can take care of himself when his car gives him trouble:

Engine turns over, won't start: (Check ignition first!) Porcelain on spark plugs dirty or moist; lead from coil to distributor disconnected; flood engine (floor accelerator and keep her turning over).

Engine runs rough: Porcelain on one or more spark plugs dirty or moist; plug lead disconnected.

Sudden engine failure in normal driving: Check your gas gauge first; then look for: Lead from coil to distributor disconnected; battery cable disconnected or other break in ignition system.

Mushy or unusual steering: Tire going flat; loose nuts on wheel lugs.

Dangerously high water temperature: Loss of water through leaky radiator; loose drain plug; ruptured hose; low water level through neglect; fan belt loose and slipping; low oil supply.

Loss of oil pressure: Insufficient oil in system through neglect; loss through loose drain plug.

Flickering of lights: (Loss of lights in older cars); Check electrical wiring for short circuit.

Don't neglect wiring of rear light wires which are often subject to chafing in trunk.

PATTY, PERRY ADVANCE

PARIS (UPI)—Budge Patty of Los Angeles meets Paul Jalbert of France and Bob Perry, also of Los Angeles, plays Paul Remy of France today in quarterfinal matches of the Paris International Tennis tournament. Patty advanced by defeating Andres Hanmer of Chile, 6-3, 6-2, 6-2, while Perry downed Antonio Martinez of Spain, 4-6, 6-2, 6-2, 6-1.

FIRST GLASSES?

First mention in history of the employment of lenses as a means of assisting the sight is that of Roger Bacon, who lived in the 13th century.

TO FORM AUXILIARY

LITTLE ROCK (UPI)—Police Chief Gehr Smith said Tuesday an auxiliary police force of 600 to 800 men will be organized to assist the regular force in time of emergency.

Smith said about 200 members will be given training each month. The rest of the auxiliary would be called out only in extreme emergency.

Sees Trend for Better Business

By EDWARD COWAN

United Press Staff Correspondent WASHINGTON (UPI)—A total ranking administration economist said today April unemployment figures indicate business is still going downhill. "But there has been some moderation in the downturn."

Organized Labor's reaction to Commerce Department statistics showing a drop of 76,000 in unemployment for the month ended April 15 was that the recession "continues to worsen."

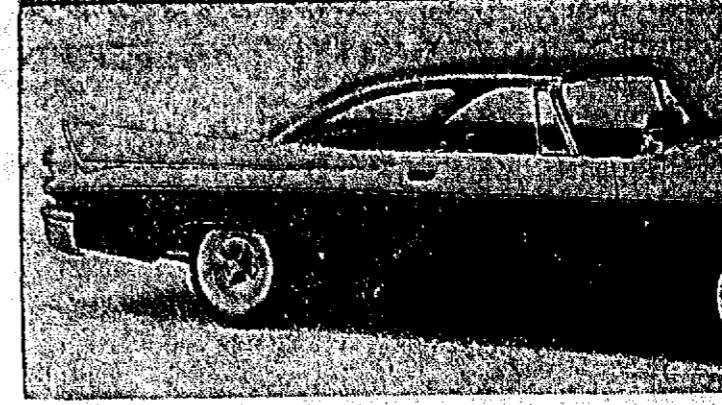
A business spokesman, Alan H. Temple, executive vice president of the First National City Bank of New York, told a U.S. Chamber of Commerce annual meeting here that "little in the current new suggests that the decline have yet been checked."

Byrd Reiterates Stand

Sen. Harry F. Byrd (D-Va.) raised his voice again today against a tax reduction. Byrd, chairman of the tax-writing Senate Finance Committee, said a tax slash of \$1 to \$2 billion dollars combined with anti-recession government spending would lead to a deficit approaching 20 billion dollars by mid-1959.

But the Democratic Advisory Council called for a temporary "substantial reduction" in personal income taxes to help reverse the "seriously mounting" recession. The council urged the tax cut be directed especially at low income workers.

The Commerce Department report issued late Tuesday showed the first decline in the jobless total since the recession began last year.



DODGE TWO-TONE — The 1958 line of Dodge passenger cars features a unique two-tone paint treatment. Available on all models except the Coronet convertible, the "double" combination features a continuous strip running from headlight to taillight, just below the belt line. The Hope dealer is Nunn-Pentecost Motor Co., 901 East Third street.

Farm Jobs Up

Commerce Secretary Sinclair Weeks announced the number of Americans working rose by 90,000 to 62,000,000 in mid-April. He attributed most of the gain to the usual spring pickup in farm work and other outdoor activities.

Despite the drop in jobless numbers, the rate of unemployment rose to 7.5 per cent of the work force—the highest since before World War II.

The gridwall is the only American river duck with a white spot on part of its wing.

CALIFORNIA'S SCORE WINS

NAPLES, Italy (UPI)—Mimi Arnold of Redwood City, Calif., and Louise Show of Oakland, Calif., scored victories Tuesday in opening round play of the Naples International tennis tournament. Miss Arnold defeated Marie Martin of Australia, 6-3, 6-0, while Miss Show advanced at the expense of Flora Lepre of Italy, 6-2, 6-0.

Chrysler Introduces New Dartline Models



The new Chrysler Windsor Dartline, featuring new series is available in sedan, two and four-door hardtop and Town and Country station wagon models in frosty tan, fireglow and Bimini blue as well as the standard range of colors. The new Spring models are now available at Chrysler Dealers everywhere.

NUNN - PENTECOST MOTOR CO., - 901 East Third St.

"You Auto Buy a DODGE Now!"



THIS IS THE WEEK, FOLKS! Right now—today—is the time to convince yourself that a handsome Swept-Wing '58 Dodge is the best buy on the market. You needn't take our word for it. Make your own comparisons with other 1958 cars. You'll soon find that Dodge is really a big car for the money. Big in looks—in ride—in feel. In fact, it's the lowest-priced big car on the road today. How low? Well, if you check the prices of cars in the low-price field, you'll find that this big, beautiful Dodge Coronet is actually priced below 59 different models—more than half—of the so-called low-

priced three. And with such great advances as Torsion-Aire Ride and Total-Contact Brakes as standard equipment, well, there's just no two ways about it: This Dodge Coronet is your best buy—bar none! What's more, this week you'll not only find sensational low price tags on every Dodge model, but we'll offer you the very top value on your present car in trade. So don't put it off. You'll never make a better choice nor a bigger saving. Drive in today or tomorrow sure. Get our special "You Auto Buy Now Week" deal.

Now on display! New Spring Swept-Wing! New Colors! New Styling! New Interiors!

"YOU AUTO BUY NOW!"

NUNN-PENTECOST MOTOR CO. - 901 East Third Street

Without Manual Steering Wheel Car of the Future May Cruise Along

The possibility of a built-in guidance system for the highways of the future is indicated by the development of an automatically guided automobile.

Such a car has already been tested at the General Motors Technical Center. It rolled along a one-mile check road, steered by an electrical cable beneath the con-

crete surface.

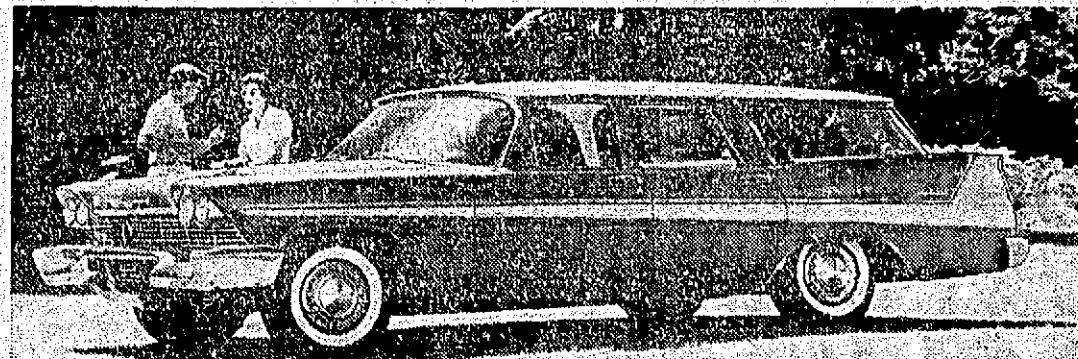
The demonstration car was a 1958 Chevrolet which, said Dr. L. R. Hafstad of the GM Research Staff, was guided by a combined electronic computer and servo system which steers by following a magnetic path produced by low frequency power in the highway cable.

New Line Unveiled by American Motors



American Motors Corporation offers station wagons in its 1958 senior line for the first time in its history. The Ambassador V-8, an entirely new line of cars in the Nash and Hudson dealerships across the nation. The Rambler series, also includes sedans, hardtop sedans and this hardtop station wagon. The new 117-inch wheelbase models will go on sale Oct. 22 at Rambler, Nash and Hudson dealerships across the nation. The Ambassador V-8 engine develops 270-horsepower.

New Plymouth Sport Suburban



Plymouth's new Sport Suburban station wagon for 1958 goes even more modern with an upswept Silver Dart two-tone treatment that heightens interest in the popular rear fins. Also new for 1958 are the dual headlights, standard equipment on all Plymouth cars, and a dressed up lower grille section which matches the horizontal lines of the upper grille. The distinctive rear-facing third seat which Plymouth introduced in 1957 is again available with Sport Suburban station wagons for 1958. The new Plymouths, with six engine options and 19 separate body styles and models, will be introduced in dealer showrooms throughout the country on November 1.

"This is something put together to test the idea of electromagnetic vehicle guidance," Dr. Hafstad explained. "It is the hardware phase of a system demonstrated in model form in 1958 by Radio Corporation of America."

He said, RCA had set up a test strip near Lincoln, Neb., with the road equipment for a signal system.

"Actually," Dr. Hafstad explained, "our job was to take signals like those of RCA's from the road and put them through specially designed equipment to steer a full-size car."

"Our particular system," he added, "is still in the research stage and as yet is limited to steering control. We think of it as the first 'building block' in what may become a more sophisticated system for controlling vehicle spacing, detecting location of cars or giving the driver signals for throttle and brake control."

"Obviously, we can't predict what may evolve from this basic steering guidance technique. But it points out the kind of ideas we are exploring," Dr. Hafstad said. Joseph B. Bidwell, head of GM Research Staff's Engineering Mechanics Department and director of the guidance system project, explained that the technique of automatic vehicle guidance is unique. It cannot be compared directly with other guidance technique such as those used in aircraft or guided missiles.

He described its operation as follows:

Low frequency alternating current in the highway cable creates a circular magnetic field that extends the length of the cable, something like a very short range radar "beam."

On the front bumper of the test vehicle is a pair of tuned pickup coils which straddle the magnetic field.

As the car follows the magnetic path, the voltage across the terminals of the pickup coils depends on the magnetic field strength. Any deviation or lateral motion of the car causes a difference in voltage from one pickup coil to the other.

These voltage variations feed into a small electronic analogue computer on the instrument panel which, in turn, is linked with a servo system that controls the car's modified power steering unit. In effect, the computer measures the difference in voltage and automatically adjusts the steering onto the magnetic path through the servo system. The computer puts out "command" signals to the servo mechanism which positions the front wheel.

Thus, if the car undergoes any rolling, sideslipping or yawing motion — deviations from its straight-ahead course — the automatic steering system brings it back into

TIME TO SLOW DOWN

With advancing age, disabilities which lower driving ability tend to appear: failing eyesight or hearing, high blood pressure, stiffness of movement. Older drivers may show less glare resistance and tend to recover from glare much more slowly than young people. Often older drivers cannot drive safely at night.

the straight-ahead path.

Bidwell explained that the important problem of the system's stability in substituting for human steering was solved in a series of studies with a special electronic analogue computer developed in his department's laboratories.

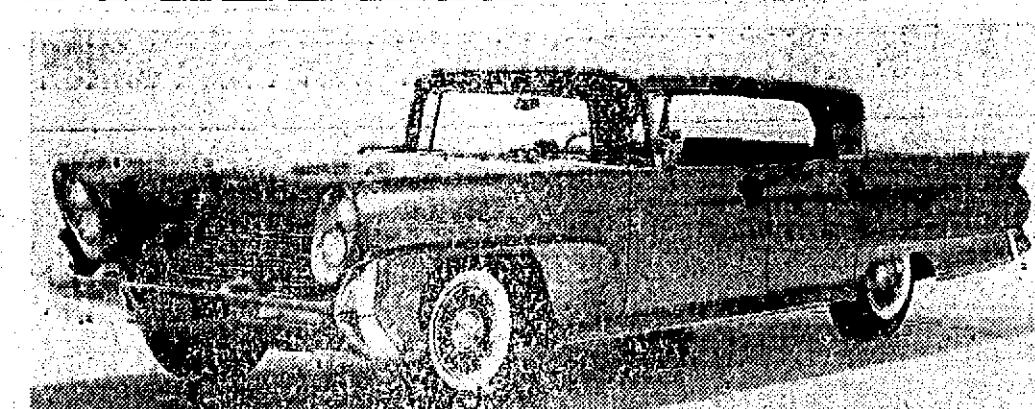
This computer was outfitted with a steering wheel. Linked to the computer and steering wheel combination was a simulator with a miniature car which reacted to various "inputs" at the steering wheel, just as a full-size car would react to the driver's steering motions.

By working out various steering and car handling mathematical equations on the laboratory computer-simulator setup, engineers were able to devise the servo system to give the full-size test vehicle continuous, stabilized guidance.

Dr. Hafstad and Bidwell pointed out that types other than their electro-magnetic system could be applied to vehicles, but their particular choice was based on its ultimate simplicity.

Among other things, it would require only low frequency power, its sensitivity is good and with the cable planted in the highway concrete it would suffer no weather or radiation interference.

Also, they said, the system probably could be easily integrated into a highway network, possibly in the form of a separate "automatic lane" for those cars equipped with the device.



An American symbol of classic design, the new Continental Mark III models open a new era in the luxury car field. For the first time since the introduction of this prestige-leader of American cars, Continental in 1958 offers a full line of models including a four-door hardtop sedan, a unique retractable top convertible, a regular sedan and a two-door hardtop coupe, all in the traditional and elegant design of past Continentals. A new, high compression engine rated at 375 horsepower at 4800 rpm powers the new Continental which pioneers an all-new integrated body and frame construction in the fine car field.

Dodge Grille New For '58



Coming toward you, or going away, 1958 Dodge passenger cars reveal the distinctive styling changes in the line this year. Dual headlights and a cross-hatched, stainless steel grille design keynote the new front end treatment. New two-tone paint combinations, and new treatments of chrome and trim are apparent in the fender fins.

OPEN UNTIL 9 P.M. THURS. - FRI. - SAT.

-Visit Our Showroom—
HOPE AUTO CO.
"Your Ford Dealer"



the job, to take a stand on the people's side on every issue, to fight "federal tyranny in whatever form."

"I will attempt to serve faithfully, fairly, impartially and with the dignity that the good people of my native Arkansas deserve and want in their public servants," Guthridge said.

"It would be up to the board of the Capitol Citizens Council, Guthridge said, if he will continue as its attorney. He said he would not use any of the Council's Freedom Foundation Fund, but had raised money for his campaign through small donations.

He declined to say what stand he would take on such problems as unemployment if he were elected.

He summed up his general position in politics by saying he is a Jefferson Democrat, opposed to centralization of authority in Washington.

NOW IS THE TIME TO BUY THAT CAR AND . . .

WE'LL FINANCE IT!

Terms and Payments Cheerfully

Arranged to Fit Your Individual Needs.

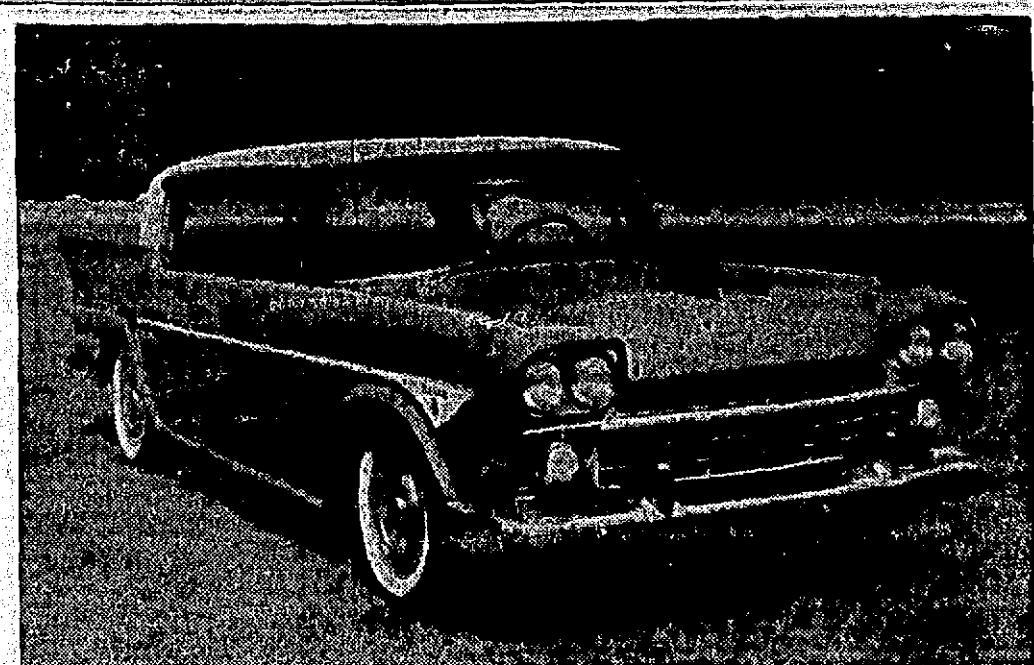
Call Us or Tell the Dealer You Want Your
Car Financed at the First National Bank.

FIRST NATIONAL BANK

HOPE, ARKANSAS

MEMBER: FEDERAL DEPOSIT INSURANCE CORPORATION





ECONOMICAL RAMBLER — Compactness at its best. The new Rambler also maintains traditional American styling and interior roominess. A key note of the 1958 Rambler line which is sold at The Trading Post, 317 East Third Street. Above is a Rambler four-door hardtop.

Portable Radio in Olds



Oldsmobile's new Trans-Portable radio operates independently of the car's electrical system when it is removed from its place in the instrument panel. The young lady is tuning the all-transistor radio, which has its own self-contained speaker unit, loop antenna and dry cell batteries that last 160 playing hours. The radio is finished in attractive leather-like plastic and has a carrying handle over the tuning dial. At the upper left, the Trans-Portable is being removed from the instrument panel. When installed in the car, the Trans-Portable automatically plugs into the car's electrical system and uses the car's outside antenna and loud speaker unit. The Trans-Portable is only 6 1/2 inches long and weighs three pounds. It is offered as an optional accessory at extra cost on the 1958 Oldsmobiles.

HOW TO SAVE MONEY EVERY WEEK

See the New Ramblers that Broke All Sales Records In March!

SALES UP 83.6%—BIGGEST MONTH IN RAMBLER HISTORY!



Rambler 4-Door Sedan • 108-Inch Wheelbase

Rambler's first in sales gains—up 67% over last year—because it's first in economy. NASCAR records—16 a mile for gas—6 with overdrive. Plenty of room for six 6-footers. Be smarter, buy Rambler and save.

RAMBLER 4-DOOR SEDANS

AS LOW AS
\$1063*
A WEEK



Rambler American 4-Door Sedan • 100-Inch Wheelbase

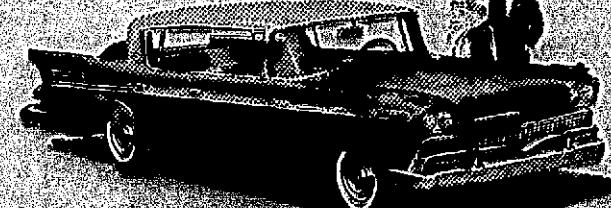
100 miles per gallon. NASCAR economy record, with overdrive. Available with fully automatic transmission.

RAMBLER AMERICAN
AS LOW AS
\$925*
A WEEK



Rambler Cross Country • 108-Inch Wheelbase — 6 or 8-1/2 ft. Get the largest, most practical car of all... 80 cubic feet of cargo space.

RAMBLER CROSS COUNTRY
AS LOW AS
\$1285*
A WEEK



Ambassador V-8 by Rambler • 117-Inch Wheelbase

Finest car ever priced so close to the lowest. 270 HP. Top V-8 performance with outstanding V-8 economy.

AMBASSADOR V-8
AS LOW AS
\$1340*
A WEEK



Metropolitan Imported • 64-Inch Wheelbase. Available at most dealers in hardtop and convertible. Smartest of the smaller imported cars.

METROPOLITAN
AS LOW AS
\$1225*
A WEEK
including radio, heater

Rambler weekly payments based on 1957 Rambler Standard 4-door sedan with 108-inch wheelbase. Rambler weekly payments based on suggested prices of F.O.B. your point of sale. Metropolitan weekly payments based on suggested prices of F.O.B. your point of sale. State and local taxes, if any, automobile transportation on Rambler and other optional equipment extra. Prices may vary due to individual dealer's pricing policies.

YOU AUTO BUY RAMBLER NOW AT
THE TRADING POST, 306 East Third Street, Ark.

American Motors
Means More for Americans

Rambler weekly payments based on 1957 Rambler Standard 4-door sedan with 108-inch wheelbase. Rambler weekly payments based on suggested prices of F.O.B. your point of sale. Metropolitan weekly payments based on suggested prices of F.O.B. your point of sale. State and local taxes, if any, automobile transportation on Rambler and other optional equipment extra. Prices may vary due to individual dealer's pricing policies.

Fiberglass Is Handy For Repair Work

Try fiberglass for that rust hole repair. It is cheap, easy to work with, and takes a finish like metal.

Fiberglass cloth can be obtained at large department stores or at boat shops. It is sold by the yard and in kits with the necessary resin and hardener.

Sand the area of the repair to bare metal, and remove rust traces. Cut your patch at least 1 inch larger than the area to be repaired. Mix the resin and the hardener smoothly and press on its activating agent exactly according to instructions. Apply the fiberglass. Now coat the entire patch with resin and it will harden to a surface that can be worked with sandpaper. Finish the patch as you would a metal repair, beginning with an application of primer.

Compound surfaces can be similarly repaired with fiberglass cloth. A plaster or wooden form is shaped out beforehand and used to back up the fiberglass while it is being applied. The form must be coated with a parting agent to prevent the fiberglass from adhering to it.

All phases of the automobile industry's improvements, from better highways to prettier fabrics for upholstery, have been influenced to a large degree by the calm little woman, smiling serenely at her husband as he tells his neighbor about "the new car I bought!" "Hai!"

Today's career woman lives in a comfortable apartment decorated to her choosing, takes an active part in the social whirl, and drives her car anywhere in the United States on vacations and business trips.

His free time is serving the community in which he makes his living. He can be found in most of the civic, welfare, social and church activities, as earnest there as in the business of selling cars.

Sometimes he runs up against customers who "just want to change" and the best he can do is to wait and try to recapture him later. Very often though, dislodges someone else from a firm allegiance to another make of car.

The typical automobile salesman in this area is an intelligent, friendly person who gives a lot of

Women Are

Continued from Page One

trucks, station wagons and convertibles be safe for the family and attractive.

The spirit of "living on the road" quickly invaded the modern woman's thinking, and manufacturers, catching the trend, began to design plush upholstery, chrome, handsome dashboard, and wonderful safety features.

Women wanted comfort, ease, performance, and style... and they got it!

And why shouldn't they? Men generally use a car only to go to and from work in their daily living, while the woman serves as chauffeur, delivery boy, public relations agent, and all-round chunky for many unusual little tasks that come up during the day.

Sees Need to Change Decor of Homes

(Women's View)

By GAY PAULEY

United Press Women's Editor

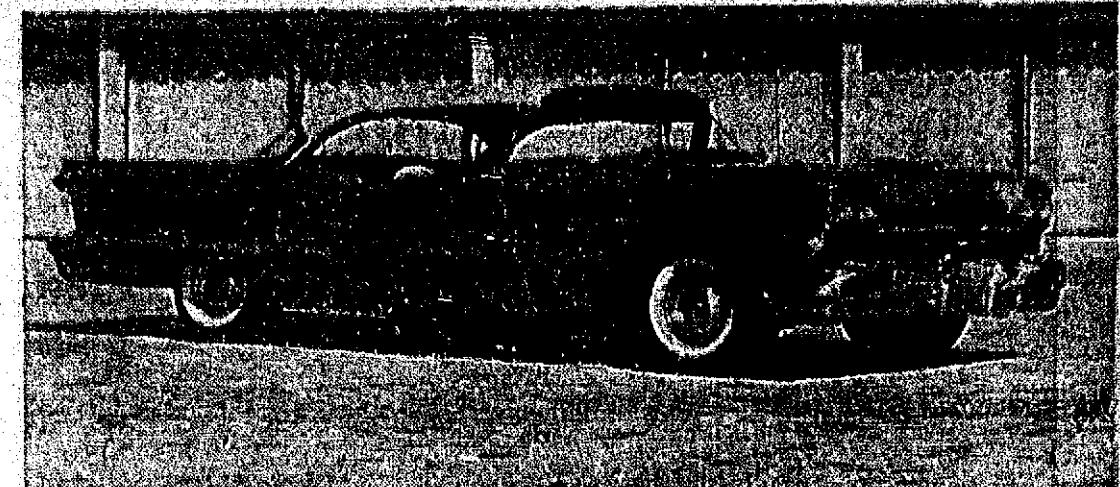
NEW YORK (UPI) — We women should change the decor of our homes as often as we change our wardrobes, says interior designer Russel Wright.

"Too many women fall into the habit of static decorating. They become so used to an arrangement that they become insensitive to it, yet they wouldn't think of playing a record over and over," said Wright in an interview.

"We become tired of things we love if we see them too much. Put such things as paintings, accessories and small rugs away for a while, and bring out others to keep the freshness of a room alive," he said.

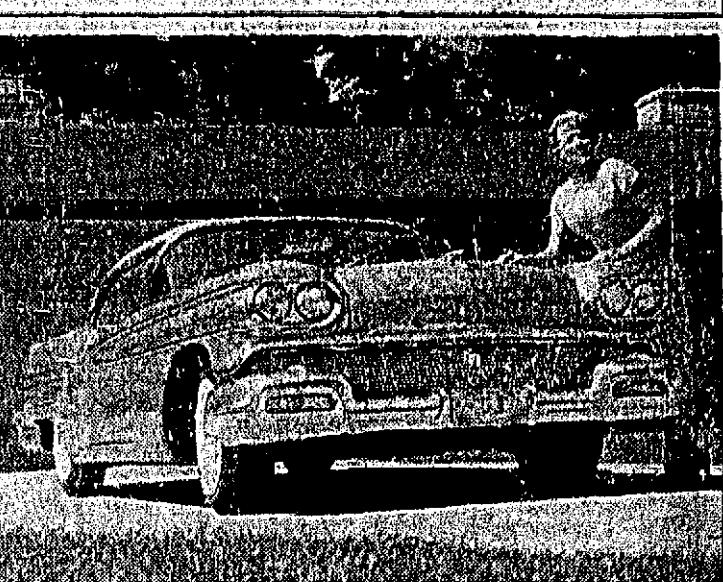
Change's Furnishings Often

Wright changes furnishings in his Manhattan brownstone with every now season or large party. He plans to re-group his living room, now done in a Far Eastern motif for an Easter party, to focus on the garden outside a picture window. In fall, he will



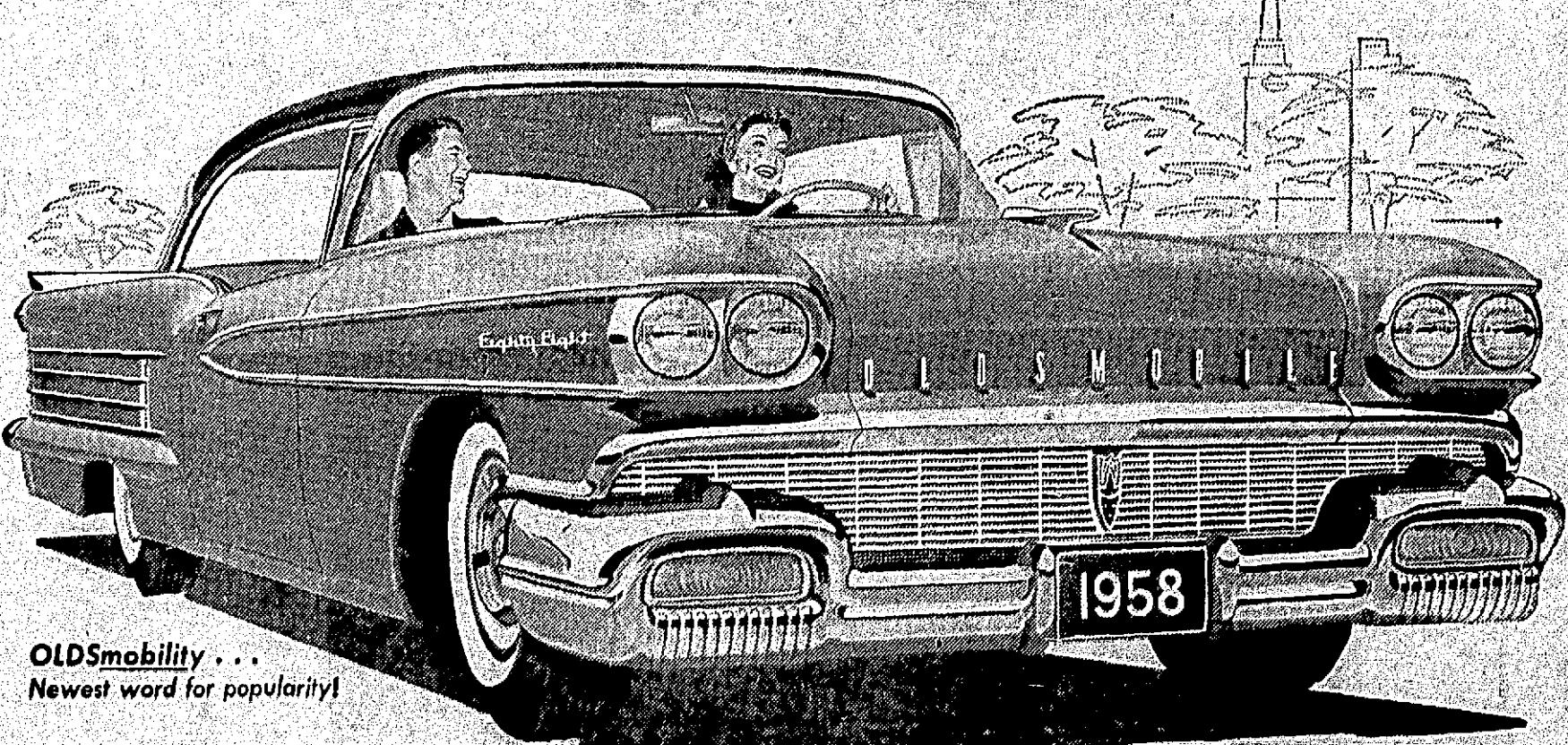
HAPPILY MATCHED — Beauty and economy are combined in this 1958 Oldsmobile Dynamic 88 Holiday coupe. New mobile-like styling includes a completely redesigned body. Oldsmobile's Hope dealer is E. E. Davis Oldsmobile Co., 500 South Walnut Street.

Head-on View of '58 Olds



Trim and tasteful front end of the 1958 Oldsmobile is revealed in this head-on view of a Dynamic "88" Holiday coupe. The recess-type grille, composed of aluminum louvers, the graceful hood lines, and the new four-beam headlights merge into a new concept of frontal appearance. A protective note is added by the substantial front bumper with new contour and parking lights integrated in the outer bumper guards. The decorative side trim merges with the four-beam headlights in the front fender. New looking and distinctive, the headlights provide a 50 per cent increase in illumination on high beam, and 25 per cent more light on low beam for improved night driving safety. At the base of the "span-aramic" windshield are air inlet grilles on each side of the hood.

YOUR NEW OLDS IS A SIGN OF PROSPERITY!



OLDSmobility...
Newest word for popularity!

Get the best buy of all now...
during "Auto Buy" Week
and keep the economy rolling!

Now... this very week... you can buy an Oldsmobile Dynamic 88 for the same low price you pay for the ordinary. In fact, you'll find this lowest priced Rocket Engine car costs you much less than you'd ever guess!

That's right! During this big buy-a-car-now celebration Oldsmobile dealers are giving amazingly generous trade-in allowances. Don't wait, when there's such a welcome awaiting you at your Oldsmobile dealer's now!

Drive home in a brilliant new Dynamic 88! Enjoy all the exclusive new features that make Oldsmobile by far the best selling car nationally in the medium price class... by any measure, the best buy in any class!

You're always welcome at your local authorized
OLDSMOBILE
QUALITY DEALER'S

E. E. DAVIS OLDSMOBILE CO., 500 S. WALNUT STREET

YOU AUTO BUY NOW... KEEP YOUR BUSINESS HEALTHY!



THIS IS THE EDSSEL, Ford Motor Company's newest entry in the medium price car field, available in 18 models in four series—Ranger, Pacer, Corsair and Citation. The entire line will go on display in all Edsel dealerships Sept. 4th. Shown is the Pacer four-door hardtop. From its vertical grille, dual headlights and wraparound turn indicators through the single chrome side spear and concave sculptured "teardrop" side scallop, the Edsel gives an impression of motion even when parked. In addition to its dramatic styling, the Edsel offers a wide range of exclusive engineering features including "TeleTouch" push button automatic transmission controls located in the steering wheel hub.



TWO VIEWS OF THE EDSSEL four-door hardtop in the Citation series dramatically illustrate the new styling concepts which make all Edsels so vitally different. The vertical grille, dual headlights and wraparound turn indicators which follow the bumper lines, plus the concave side scallop and horizontal taillights blended into the luggage compartment lid, present a completely integrated look of tailored elegance when viewed from any angle. The Edsel will go on display in all dealer showrooms Sept. 4th.

Auto Dealers Give Money, Time to Towns

Car dealers in this area will be selling themselves as well as more new and used cars in the next 10 days of Sale-O-Rama.

While a healthy national economy depends a great measure on the healthy condition of their industry, the dealers and their employees contribute a great deal to the economy of their city and territory. Most of the dealers and many of their employees also give a lot of time and money to the social and cultural life of their city.

They are to be found in the activities of their Chambers of Commerce boards of education, annual fairs, city and county governments, service clubs, and charitable organizations in many cases, they furnish the leadership for these activities.

A woman is careful to qualify for a driver's license just as man does; she learns to change flat tires with ease, and a few of the more adventuresome lassies can discuss what is under the hood with ease and intelligence.

Pierce-Arrow Had First Brake Booster

It has been said that nearly every engineering refinement in the cars of today are the development of principles long known car designers.

Every now and then the industry researchers present evidence that bears out this view. One of the latest instances is a connection between today's power brakes and a unit that appeared in the Pierce-Arrow in 1928.

The Pierce-Arrow had a so-called brake pedal booster, a piston operated by engine suction to aid brakes application.

Cold Mass of Air Moving Eastward

By UNITED PRESS

A cold air mass drove toward the East Coast today, trailing an outbreak of vicious storms along portions of its southern edge.

Tornadoes, wind and hail battered Texas for the fourth straight day Tuesday and a similar storm ripped sections of Alabama.

A twister destroyed two buildings at New Summerfield in eastern Texas Tuesday night and tore down trees and utility lines. Hail, high winds and thunderstorms hit other sections of east Texas during the night.

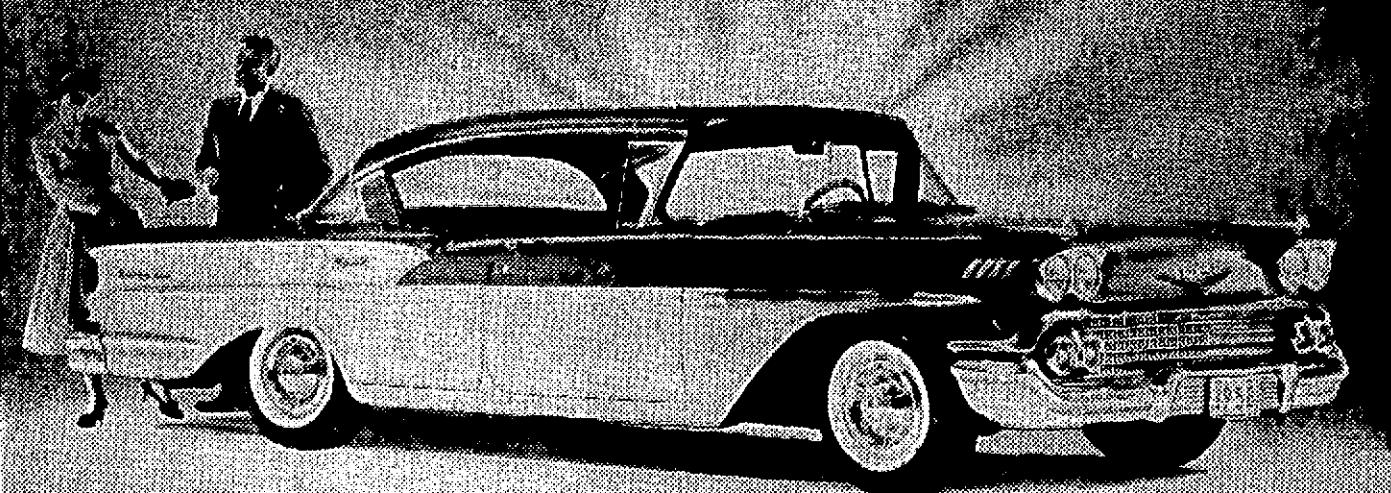
The cold air mass moderated somewhat as it pushed southeastward today, but still dropped readings an average of 15 to 20 degrees from lower Michigan to near the Atlantic Coast and south through the Ohio Valley into the northern Gulf Coast region.

As the core of the cold air moved out of the Midwest, a warming trend replaced readings that had set scores of records Tuesday. Every reporting station in Iowa reported a record cold reading for the date.

The coldest spot in the nation Tuesday was International Falls, Minn., with 9° above. All-time April cold marks were set at with 19° and Des Moines, 24°, Omaha, 26°; Sioux Falls, S.D., Frazier with 19° and Des Moines 24°.

By early today, the cold air blanketed most of the East ex-

LEAN, LOW LINES SPARK CHEVROLET BEAUTY



Chevrolet stylists have taken full advantage of nine inches in added length to mold low, fleet beauty into their 1958 models, as shown by this view of the Bel Air sport sedan. Strong eye-appeal is found in the modish grille, the dual headlamps and low, flat

hood. Notable also is an unusual Sculpturamic styling which supplies an air of distinction. A new engine, new frame and two new suspension systems are only a few of the major chassis advances. Station Wagon, Bel Air, Biscayne and Delray Series are offered.

A Traditional Law Changed by High Court

TRENTON, N.J. (UPI) — A long tradition of common law has been overturned by the Supreme Court of New Jersey, making charitable and religious organizations in the state liable to court suits for negligence.

The ruling said "times and circumstances" had changed since the old immunity doctrine was first established. Non-immunity was deemed "much closer to the mores and ethical ideals of our times."

The majority opinion in the 5-2 decision also noted that the immunity doctrine had been changed in other courts. The U.S. Supreme Court, the Ohio Supreme Court, and the New York State Court of

McCalla. A house was blown down at Jemison, Ala., south of Birmingham, and 40-mile-per-hour winds buffeted Mobile.

In the West, warming winds sent readings climbing an average of 20 to 30 degrees from the

cept for New England and the Atlantic and Gulf Coasts. Readings ranged from the 20s in the northern Great Lakes to the 30s in the Ohio Valley and the 40s and 50s in the Southeast.

The southern storm front turned its greatest fury on Texas where the Dallas area was hit with 83-mile-an-hour wind and torrential rains.

The winds unrooted five buildings in Dallas, uprooted trees and downed utility lines. At one time 33 streets were blocked by fallen trees.

Blinding rains dumped nearly an inch of water in some sections of the city in a 10-minute period and floodwaters from the Trinity River kept about 50 persons from their homes.

High winds also unrooted several buildings in Nasogeochees County, Tex., Tuesday night.

Tornadoes winds slammed into Jefferson County, Ala., knocking over two garages in the town of McCalla. A house was blown down at Jemison, Ala., south of Birmingham, and 40-mile-per-hour winds buffeted Mobile.

Rockles through the northern and central Plains. A few light showers accompanied by the warmer weather in North Dakota and the Lake Superior region.

21 Counties in Big Sales Push

Twenty-one counties are participating in the big automobile sales effort called Sale-O-Rama, which begins today. They are: In Arkansas — Ouachita, Union, Calhoun, Columbia, Hempstead, Howard, Nevada, Hot Springs, Montgomery, Lafayette, Miller, Little River, Sevier, Dallas and Garland counties.

In Texas — Bowie, Cass, Camp, Morris, Red River counties.

In Oklahoma — McClellan, Hohokus, N.J.

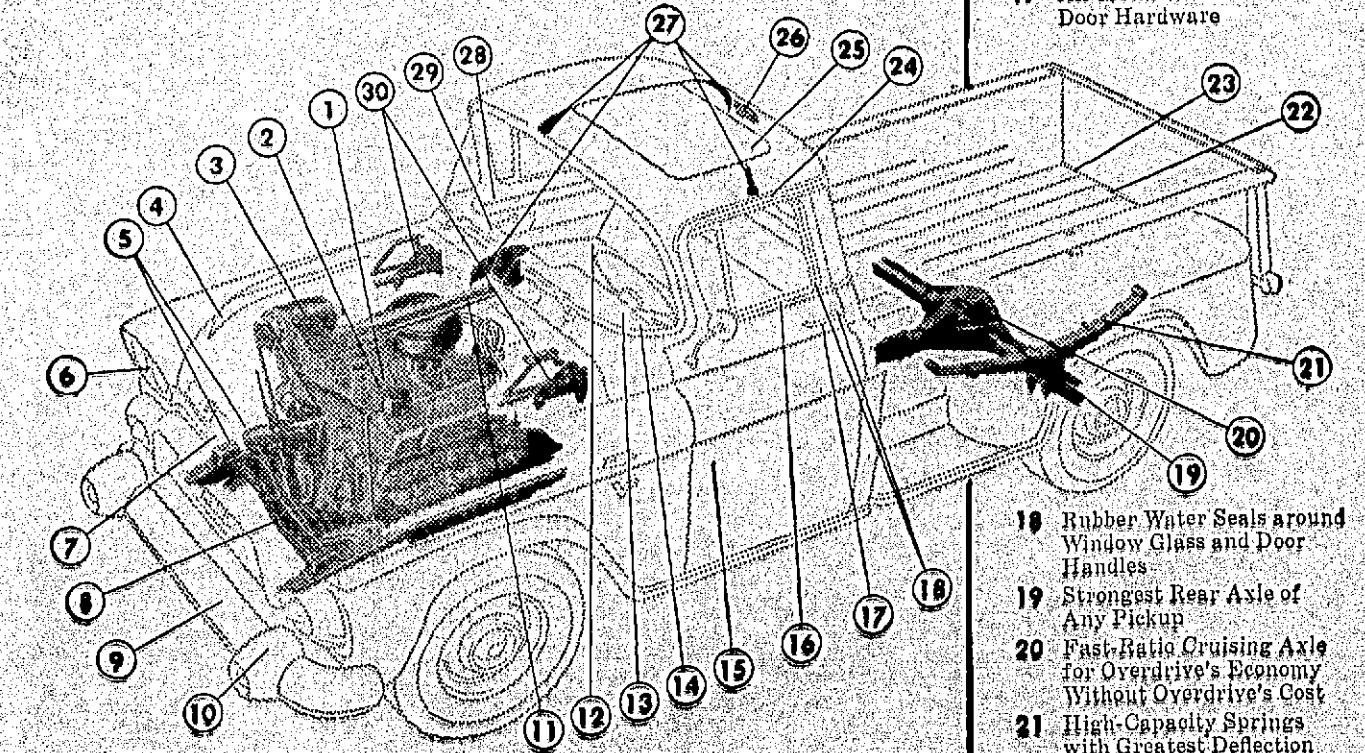
**OPEN UNTIL 9 P.M.
THURS. - FRI. - SAT.**

**-Visit Our Showroom—
HOPE AUTO CO.
"Your Ford Dealer"**



**No other Pickup
- bar none -
offers so many
extra quality features
at NO extra cost!**

Just check over these 30 features—only a partial list of GMC extra-value points that mean better performance—longer life—lower operating costs—in any truck—



AND these are just a few of the many extra features that make GMC's costlier to manufacture—all yours at no extra cost in a 1958 GMC Pickup.

Little wonder, then, that you hear so many people saying "The big buy in trucks is a GMC!" You'll prove it

yourself—by looking over America's Ablest Trucks—at your GMC dealer's. Do it today!

Now—choose between the full-fender Step-side body (illustrated) or the new extra-capacity Wide-Side body, available at slight extra cost.

**GMC AMERICA'S
ABLEST TRUCKS**

GMC Money-Makers available in models from 1/2 to 15 tons.

See Your Authorized GMC Dealer!



- 1 High-Horsepower, High-Torque
- 2 GMC Truck-Built Engine
- 3 30-Amp Generator
- 4 Extra-Size Windsplitters for Hood Ruggedness
- 5 Two-Point Radiator Core Support
- 6 "Aimed-To-Live" Dual Head Lamps
- 7 Heavy-Duty Hood Latch
- 8 Heaviest Front Cross-Member of Any Pickup
- 9 Extra-Heavy-Duty Bumpers
- 10 Heavy-Duty Bumper Guards
- 11 Center Hood Reinforcement
- 12 Foam-Rubber Seat as Standard Equipment
- 13 Beautiful and Functional Control Panel
- 14 Nonglare Instrument Panel
- 15 Wet-Proof, Rust-Resistant Cab Floor
- 16 Crack-Resistant Metal Molding around Door Glass
- 17 All-Metal Window and Door Hardware
- 18 Rubber Water Seals around Window Glass and Door Handles
- 19 Strongest Rear Axle of Any Pickup
- 20 Fast Ratio Cruising Axle for Overdrive's Economy Without Overdrive's Cost
- 21 High-Capacity Springs with Greatest Deflection Rate in the Weight Class
- 22 Sand-Tight Tail Gate
- 23 Heavy-Duty Tail-Gate Hinges
- 24 Drip Rail that Directs Water Down Windshield Post
- 25 Not Cardboard—But Vinyl Roof Insulation in Cab
- 26 Dome Light
- 27 Double-Wall Cab Construction for a Bonus in Strength and Insulation
- 28 Smart Interior Finishes
- 29 Lock on Glove Compartment
- 30 Double-Archored Hood

"You Auto Buy Now...and make it a FORD!"

Keep Hope Business Healthy

You'll be helping to keep Hope business healthy... and you'll be helping yourself to extra savings during your Ford Dealer's Station Wagon Living Days

You'll discover that a Ford Station Wagon is your best buy—and right now is the best time to buy!

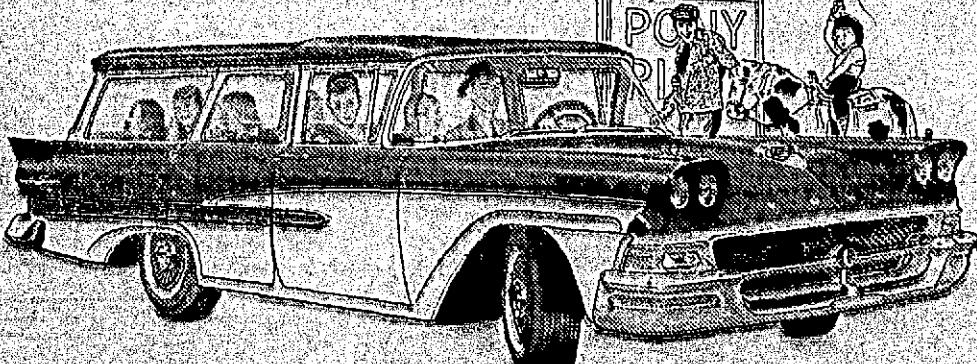
Ford wagons are the style-setters... with Thunderbird-inspired design. You can have the Thunderbird's own V-8 CO, too. Team an all-new Ford V-8

with Cruise-O-Matic Drive and get up to 15% gas savings. Ford wagons are the lowest priced of the low-price three! And now you can get extra savings during Ford's Station Wagon Living Days. You'll be helping to keep Hope business healthy, too!

*Based on comparison of manufacturer's suggested retail prices.

8-passenger Country Sedan is just one of Ford's six pace-setters for 1958. You can buy more but you can't find a better wagon buy.

F.A.A.



HOPE AUTO CO.

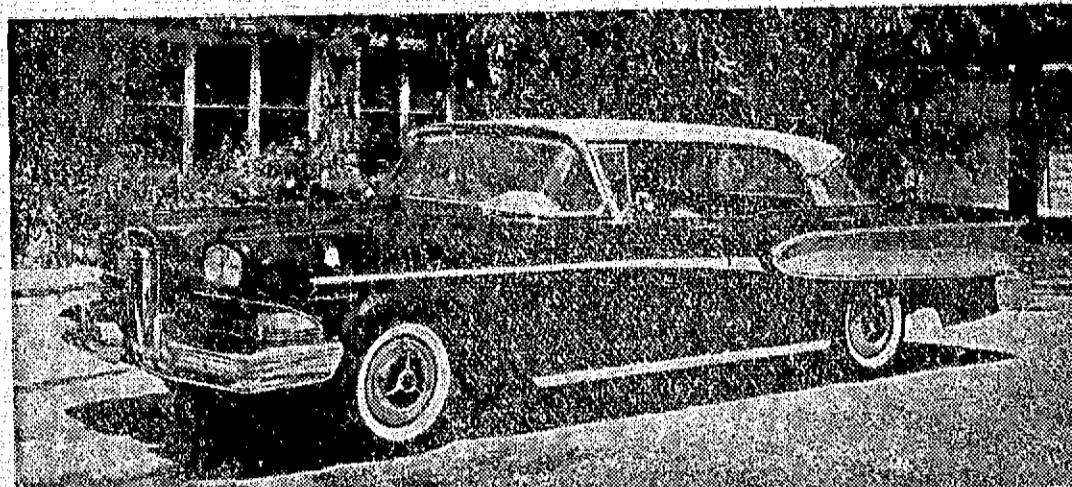
"YOUR FRIENDLY FORD DEALER FOR 25 YEARS!" HOPE, ARK. PHONE 7-2371

DAVIS PONTIAC CO.

319 S. WALNUT ST. HOPE, ARK.



FORD STATION WAGON — A new and expanding line of station wagons by Ford came in 1958. New to the line is the six-passenger Ford Ranch Wagon above, one of Ford's six new models built with body shells entirely separate from Ford passenger cars. The Ford dealer in Hope is Hope Auto Company, 220 West Second Street.



EDSEL — NEW STYLING CONCEPT — Shown is the four-door hardtop of the Corsair series of Edsel, the car that introduced a new concept of styling. This vertical grill, horizontal taillights that blend into the luggage compartment and a concave sculptured side scallop distinguished Edsel. The Hope dealer for Edsel is Hope Auto Company, 220 West Second Street.

Visioneers Plan Car of Future— Fantastic Concepts Are Accepted

In view of what has happened to transportation in the past 100 years, no concept of future vehicles is too fantastic for exploration.

Hence, it is not too fanciful to suppose that Americans 100 years from now may be using a vehicle that will travel on land, air, and on the sea. Men who study advance styling admit it is a fantastic concept, but they say the most fanciful concept of future design may contain the germ of something valuable for the more immediate future.

Each of the major automobile manufacturers has an advanced styling section. Here are developed some of the most "fabulous" "dream" cars in clay and plastic models. There are also colorful sketches of vehicles that look like a combination of amphibian and flying saucer; sports cars that

may take to the sky as rocket-riders of the future, and vehicles that would seem best adapted to earth-to-the-moon flights.

George W. Walker, Ford Motor Co. vice president and director of styling, says:

"Millions of dollars are spent during the evolution of a new design to give you a vehicle that is more useful, more beautiful and more desirable than its predecessors — one that fulfills the requirements of that tomorrow for which it is created."

Walker says the people of the advanced styling studio base many of their suggested designs on "visible trends in the major areas of human activity; they follow these trends to the far horizons of science, art and living.

"Only by understanding the fu-

ture shapes and forms of future cars, Walker says, will be influenced by improvements planned in many industries not directly related to the automobile. These improvements, he adds, will create new living habits, new standards of tastes and new products.

"Only by understanding the fu-

ture pangs of other industries can a company develop vehicle styling which will assure our cars that will be in harmony with the other things you will buy three, five or 10 years from now," Walker says.

Robert H. Maguire, chief of the

Fashion Dictates Car Styles, Peacock Shade May Be Coming

The findings of the fashion trends activity at Ford Motor Company's styling center indicate that a peacock shade will not be unlikely in automobiles in the next few years — if current tastes in high fashion and decorator colors hold up.

Also found was a growing popularity among car stylists for fabrics offering a combination of softness and wearability in preference to those with a hard feel.

G. W. Walker, vice president and director of styling, mailed the report as "a virtual promise that the styling of Ford Motor Company products will be geared increasingly to the tastes of fashion-conscious individuals."

Guests at a Ford preview included experts from New York and Detroit.

In addition to hearing the conclusions of the Ford advanced stylists engaged in the fashion trends activity, they also saw gowns, fabrics, furs, jewelry and accessories representing the offerings of the leading fashion houses in this country and Europe.

Among these selections were several originals being shown for the first time and a number which were making their American debut, having been seen previously only by members of the fashion press at European showings.

A number of gowns and furs being premiered were designed specifically for display with the seven Ford Motor Company show cars that were a highlight of the preview.

These cars included the Morning Star, a 1958 Thunderbird trimmed and painted in Morningstar Blue with white leather covering the roof; the Coupe Vivante, a copper-colored Ford retractable hardtop with specially woven electric blue and copper interior; L'Opera, a gold beige Continental Mark III two-door sedan with beige moire interior; and La Galaxie, a styling "dream car" with frosty gold exterior and interior, which was introduced last month at the Chicago Automobile Show.

Other show cars displayed included a claret red and black Continental Mark III limousine, a light pearlescent turquoise Mercury Park Lane phaeton sedan trimmed in medium turquoise and leather, turquoise-dyed moulton carpeting, and a white Edsel Citation two-door sedan with copper interior and copper scallops on the exterior.

Robert H. Maguire, chief of the

Advanced Styling Studio, under whose direction the fashion trends program is carried out, explained that the research conducted by his office in this area serves as a "library of ideas" for designers of current Ford products and of cars to be introduced in the years to come.

AAA Reports More Safety for Everyone

The American Automobile Association reported that the year 1957 was a safer year for motorists and pedestrians.

According to figures from the AAA, at least one thousand fewer people were killed on the highways and streets. During the first eight months of the year, the traffic death rate, in terms of total miles driven, was the lowest in history.

There were 5.6 deaths per 100,000 miles, compared to six deaths per 100,000,000 miles in 1956.

This is proof, AAA traffic safety experts say, that educational programs of schools, municipalities and states, are paying off in lives saved. Such activities as high school driver education, the School Safety Patrol and the National Pedestrian Safety Program, in which the AAA and the Auto Clubs have an active role, were emphasized as making especially strong contributions to the over-all traffic safety picture.

For example, in thousands of communities throughout the nation, not a single child has been injured at a school crossing where the patrol is on duty. AAA officials are enthusiastic in their praise of school and police officials who have co-operated in making the school and police officials who work against traffic danger at school crossings.

More than 21 per cent of 1957 United States highway deaths occurred on Saturdays.

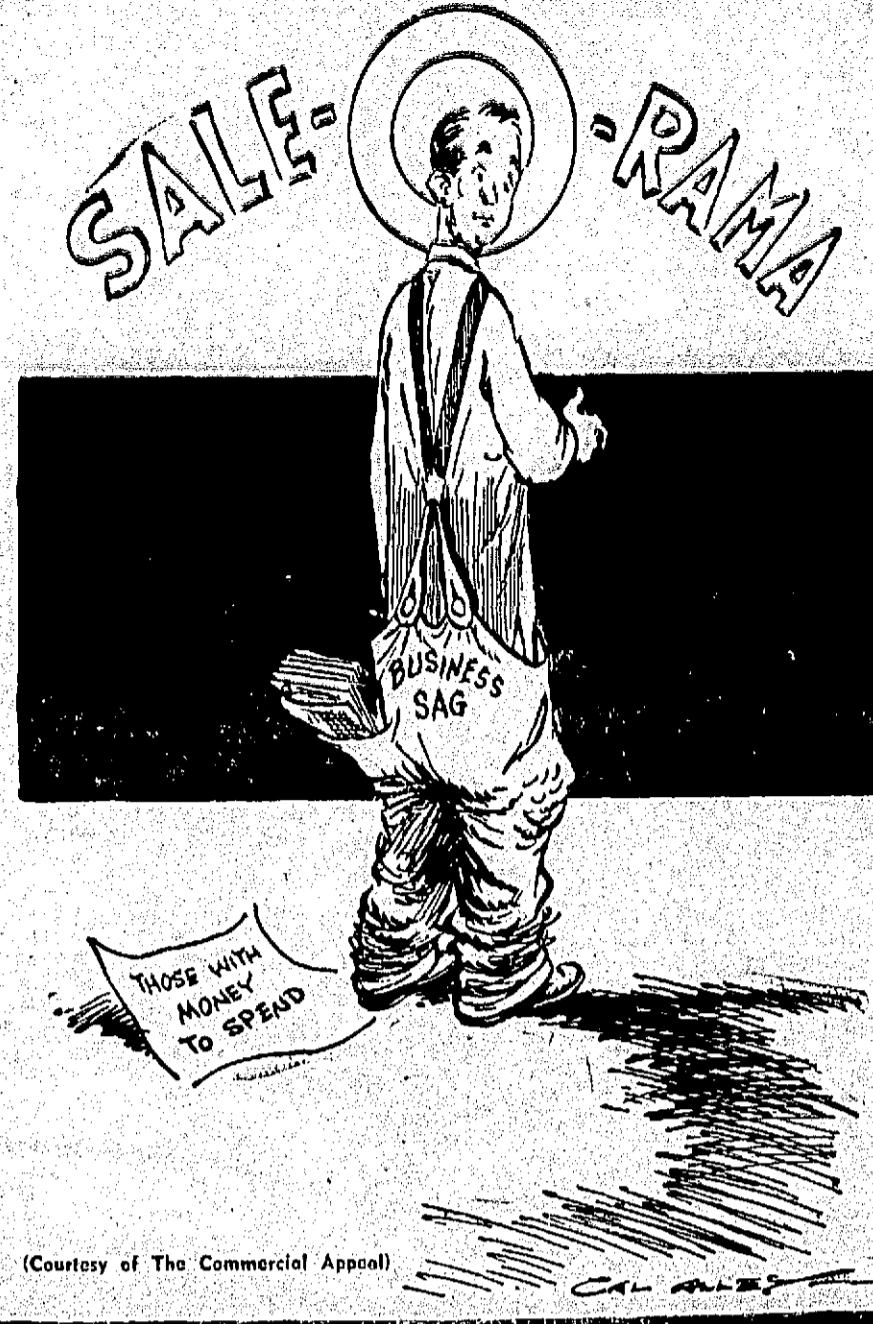
NO CONNECTION

There is no connection whatever between the mother's nervous system and that of the child, and no means by which idea or impressions in the mother's mind can reach the unborn child, according to the Encyclopedia Britannica.

BOAR HUNT

The wild boar, a favorite game animal of European nobles, is hunted today in southeastern United States, the species being descended from imported game animals that escaped from a game preserve.

Unloaded A Little And Things Will Pick Up



(Courtesy of The Commercial Appeal)

Taxes Take a Bite Into Auto 206 Times

The Automobile Manufacturing Association estimates that nearly 30 cents of every dollar paid for a new automobile represents taxes.

Cost experts of the industry figure taxes bite 200 times into the car buyer's pocketbook.

The average car buyer knows only about federal excise, state or local sales taxes, license, plate and registration fees. But while the car was being assembled there

were corporation, property, transportation taxes, as well as taxes on hauling the raw materials and the like.

One way or another, all these taxes go into the price tag of a new car.

SUITOR SCORES HIT

STOCKHOLM, Sweden (UPI)—

Robin Douglas-Home, Bellish suitor of Sweden's Princess Margaretha, has made a "hit" with the Swedes. A song he wrote—

called "Spring Is in the Air"—has just been released in Sweden and it is estimated that record sales for the tune may go over the 100,000 mark.

TIES STRENGTHENED

LONDON (UPI)—Soviet studios will make a full-length color film about the Suez Canal, Moscow officials said today. The broadcast also said that "in connection with the plan for cultural cooperation between the U.S.S.R. and the United Arab Republic, it is proposed to publish an anthology of Arabic poetry and another of Arabic prose."

OLDEST FIESTA

The Santa Fe fiesta is the oldest and one of the most colorful community events in America. It celebrates the reconquest of the New Mexico region from rebellious Indians by Spanish troops in 1602.

NOW is the time TO BUY A CAR - WHY?

1. The buying power of your car dollar is the greatest right now—it will buy more car value, new or used right now than in future months.

NOW IS THE TIME TO BUY A CAR

2. We have nothing to fear but fear itself—continued normal purchasing of cars, clothes, homes and things we need, will insure a strong economy with full employment.

NOW IS THE TIME TO BUY A CAR

3. You'll be helping to keep Hope business healthy... and you'll be helping yourself to extra savings during your Ford Dealers SALE-O-RAMA.

4. We are willing to do our part in creating a better economy picture right now by offering you the opportunity to buy a NEW 1958 FORD at a great savings—lowest cash difference, lowest monthly payments for the reason, we know that everytime a person buys a new car he provides 30 days employment for an automobile worker plus additional employment in allied industries.

NOW IS THE TIME TO BUY A CAR

1958 FORD CUSTOM 300 2 DOOR

(FULLY EQUIPPED)

- HEATER
- DELUXE INTERIOR
- SPECIAL TUTONE PAINT
- OIL FILTER
- TWIN POWER ACTION WIPERS
- TURN INDICATORS
- AIR CLEANERS
- GOLD MOUNTING
- NEW CAR WRITTEN WARRANTY

\$1950.00

PHONE 7-2371



Open Until
9 P.M.
THURSDAY
FRIDAY
SATURDAY

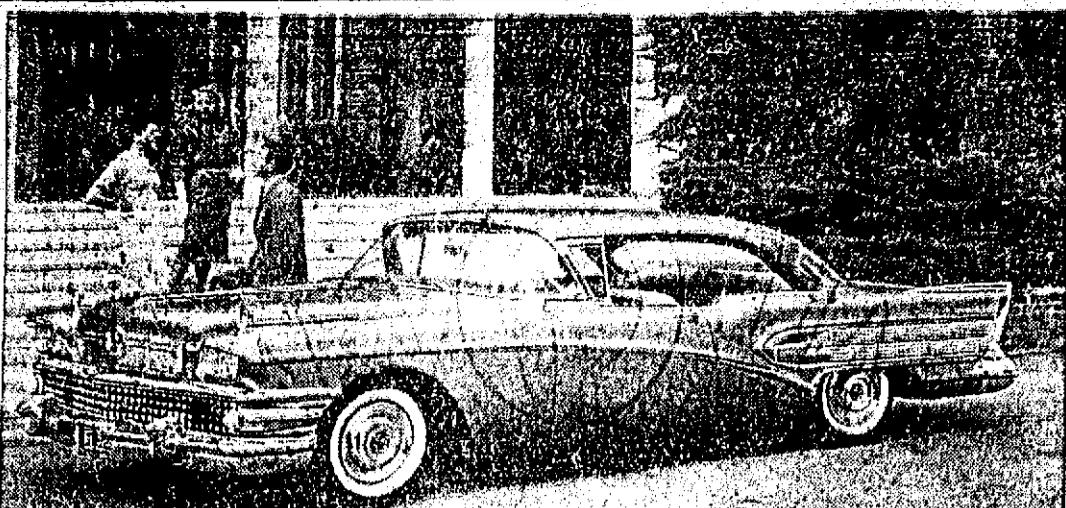
HOPE AUTO COMPANY

"YOUR FRIENDLY FORD DEALER FOR 35 YEARS"

220 WEST SECOND ST.

Open Until
9 P.M.
THURSDAY
FRIDAY
SATURDAY





BUICK SPECIAL FOR 1958 — The bold lines of Buick's 1958 styling are exemplified in the luxury and beauty of the Buick Special, the big volume seller in the Buick line. The Buick dealer in Hope is Keedy Buick Co., 304 East Third St. in Hope.

Emblems on a Few Cars Today Can Be Traced to a Very Distant Past

When an automobile designer gets around to putting his company's emblem on a new model, he does it with a crest that in some cases dates back hundreds of years. One automaker's emblem reaches back to the 11th century.

Not all of the automobile manufacturers are able to point to such ancient lineage, of course. Some of them can't trace their trade marks beyond their own design department where the stylings simply put together a fancy emblem. One was laid out from an early auto-maker's recollection of a wallpaper pattern he saw in a French hotel.

Although they are commonly referred to as "crests," the word is a misnomer. In the specialty of heraldry, the distinguishing emblem of an aristocrat is called a coat of arms. The coat of arms consists of a "shield" the central section containing symbols designating family accomplishments or honors from a grateful monarch: in "crest," the ornament or decoration atop the helmet which usu-

ally rests on the shield; and and merit for their prosperity."

The Dodge coat of arms is one of the oldest in English heraldry, possibly granted about 1066. Tradition says a Dodge was able to furnish the provisions for the army of William the Conqueror and thus helped substantially to win the victory. In gratitude, on the family's shield of gold and black bars, a vertical bar of red was added with "a woman's breast distilling drops of milk" as a symbol of nourishment.

The coat of arms on the Cadillac Division of General Motors is the authentic heraldic device of le Sieur de la Mothe Cadillac, the man largely responsible for the founding of Detroit in 1701. His family represented an aristocracy four centuries older than the discoveries of Columbus. The coronet crest showed the Cadillac's affiliation with the King of France. The three little birds on the shield are symbolic of the Holly Trinity; the horizontal bars are military guidons of honor.

If you look closely at the birds, you will see they have no legs. One ancient historian says this is because — besides their religious symbolism — they represent one

group in the family who "having little land to set their feet on, must look to the wings of virtue

for their crest. The Dodge coat of arms is one of the oldest in English heraldry, possibly granted about 1066. Tradition says a Dodge was able to furnish the provisions for the army of William the Conqueror and thus helped substantially to win the victory. In gratitude, on the family's shield of gold and black bars, a vertical bar of red was added with "a woman's breast distilling drops of milk" as a symbol of nourishment.

The Lincoln car was named in honor of President Lincoln and its emblem is registered for an ancient English family of that name, apparently thought to be ancestors of the Great Emancipator.

Actually, of course, Lincoln came

of sturdy, simple people with no aristocracy anywhere in the line.

The Scottish engineer, David

Dunbar Buick, placed his family

coat of arms on the first cars he

built and today's Buicks still

carry a good replica of the same

device. The diagonal bar is easily

visualized as the scarf worn over

a Scottish warrior's shoulder. The

buck's head and cross also seem

symbolic of gallant people in their

wild highlands. Unfortunately,

although Buick made a fortune with

his discovery of a way to apply

porcelain to iron in the making of

bathubs, he lost his riches as an

auto pioneer.

Buyers Want Radios in a New Car

Three of every four new car buyers want radios in their automobiles. Last year, motorists spent more than \$300 million for radios in the 1957 autos. This year's buyers want radios too.

More than half of the radios are manually-operated type and the so-called "station seeker" sets. Some all-transistor sets are being

which Packard is derived. The four silver roses could signify family participation in the War of the Roses. The crest is a pelican "in her piety," a heraldic term meaning caring for her young. It long has been a religious symbol for motherly solicitude.

The heraldic device on the Ford cars was first displayed on the 1950 models and has been adapted from much simpler coat of arms of a 17th Century Ford family. There are about 20 Ford families of English and Irish origin mentioned in Burke's General Armory as qualified to bear arms.

Research indicates radios are among the most popular of extra equipment items, demand for them rivaling that for automatic transmissions, heaters and directional signals.

Another development in this accessory field was the advent of several foreign-made AM-FM radios as replacement items. About half a dozen companies supply all the original-equipment radios for American-made cars.

Reasonable care will keep the chromium plating on the modern

automobiles free from rust and

other blemishes.

A weekly wash and an occasional dry swipe with an oil-dampened cloth when the chrome parts are clean and dry are recommended by men who have

investigated the causes of plating deterioration. Any light mineral oil will do. Wax applications will

serve as well, although it probably will be harder to get a good

coating on the hard-to-get-at spots

that may need protection most, the experts say.

There has been a general inclination to blame materials used

for winter street de-icing for much

of the plating and car finish cor-

rosion. But, the experts say, air

pollutants, especially in areas of

heavy industrial concentration,

also figure in plating failure.

Use of an oil-dampened cloth or

coating of wax, they add, will

form a film over microscopic

holes or pitted spots that appear

on plated surfaces that have been

exposed to acids or other corro-

sive materials. The film prevents

a "boiling" action through the

plated overlay.

Without such protection, the

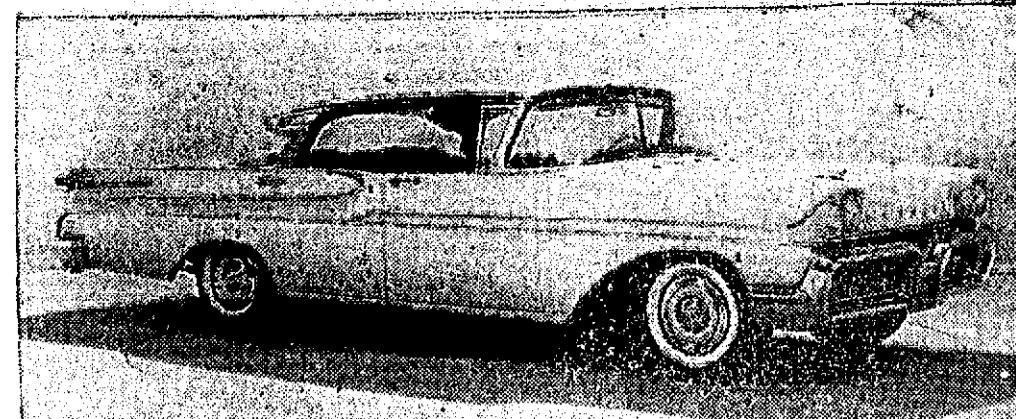
"boiling" action may get through

the overlay and attack the basic

metal — steel or zinc diecasting.

This sets up an electrolytic action

that is untrue of any breed of dog.



LUXURY IN THE MERCURY MANNER — The biggest and most luxurious Mercury ever built — the Park Lane series — was designed to appeal to the more discriminating buyers in the upper-medium price bracket. Mercury's dealer in Hope is The Trading Post, 317 East Third Street in Hope.

Cleaning, Oil Wipe Keeps Chrome Shiny

Reasonable care will keep the chromium plating on the modern

automobiles free from rust and

other blemishes.

A weekly wash and an occasional dry swipe with an oil-dampened cloth when the chrome parts are clean and dry are recommended by men who have

investigated the causes of plating deterioration.

Any light mineral oil will do.

Wax applications will

serve as well, although it probably

will be harder to get a good

coating on the hard-to-get-at spots

that may need protection most, forming either iron oxide (rust) or zinc oxide.

And, the experts add, rust forming in the surface of the basic metal beneath the copper-nickel-chrome-overlay has a tendency to push upward or blister.

CONVERTIBLES

Convertibles, 2.8 per cent of U.S. auto production, climbed to 3.4 per cent in 1956, according to industry figures.

90 MILLION CARS

By 1967, it is estimated that there will be 90,000 cars on the road.

FALLACY

The Newfoundland dog is such a good swimmer that people once believed its feet were webbed, but this is untrue of any breed of dog.

Mercury offers a special opportunity: TO ALL CAR BUYERS WITH LEAN BUDGETS AND A HEALTHY DESIRE FOR A BIG CAR



The more value you offer people, the more they'll buy. So, for a limited time only, we're going to make it easier for you to own a 1958 Mercury than ever before. And what a buy you'll get! Look anywhere — leave no stone unturned — you can't find a car to match the Performance Champion.

Mercury beats every car in America for horsepower (up to 360*)

except one costing almost \$1000 more. And Mercury even beats that make in power-per-pound.

Mercury leads its entire field for all-around bigness, too. Yet you don't have to flatten a budget to own a Mercury. Prices start below 42 models of the "low-price 3." But come in. Let us show you how really easy it is to own the Performance Champion for 1958.

*Standard equipment in the Park Lane series.

PLAY MERCURY'S \$275,000 TV GAME-FIRST GAME STARTS APRIL 13th. SEE YOUR MERCURY DEALER NOW. Win while you watch the Ed Sullivan Show, 20 Grand Prizes—new 1958 Mercurys, 6000 Second Prizes—Kodak Movie Cameras. No strings, no obligation. But you must use official Game Board. Get yours today at our Mercury showroom.

MERCURY PERFORMANCE CHAMPION FOR '58

IT'S AUTO BUY WEEK

THE TRADING POST, 321 S. Laurel, Hope, Ark.



Have your headlights checked every year.

Keep local business healthy

YOU Auto
BUY NOW

For Your Top Buy During
AUTO BUY WEEK

SEE YOUR LOCAL AUTHORIZED BUICK DEALER

NOW — more than ever — When better automobiles are built Buick will build them

Keedy Buick Co.

304 E. Third St.

Hope, Ark.



STUDEBAKER PRESIDENT — This is the 1958 Studebaker President, a four-door sedan with V-8, 229-cubic inch engine generating 225 horsepower. It has a four-barrel carburetor. The Studebaker franchise in Hope is held by Archer Motor Company, 114 East Third Street.

Over 500 Rubber Parts in Cars Now, More to Be Added Yearly

The modern automobile comes off the assembly line with some 540 rubber parts weighing more than 100 pounds, not counting tires. This represents a growth in automobile rubber use of about 300 per cent in 20 years.

Every year, new uses for rubber are found, and now plastic is becoming increasingly important in the automotive field.

Motorists usually think of rubber in their cars as tires, fan belt, radiator and heater hose, but there is a lot more than that.

WHERE IS this additional rubber?

It can be illustrated best by assuming that it could be removed from the family car. Here's what would happen:

Without rubber insulation in the car's electrical system, the system would short out when the ignition was turned on.

If it were possible to start the car's engine, the resulting vibration without rubber motor mounts would frighten the driver.

It would be necessary to wear a gas mask to survive escaping exhaust fumes without rubber seals.

If it happened to be raining, the driver would get a thorough soaking without rubber weather striping around windshield, windows and doors. The driver would not be able to see where he was going without rubber windshield wipers.

The car would squeak like a banshee as metal rubbed against metal without the cushioning and sound proofing effect of rubber.

The noise factor would rise to a crescendo as the car clattered along on solid metal wheels.

THIS IS where most of the rubber has been added to the modern automobile. The wedding of rubber and the automotive industry are being made constantly.

Washing should be followed by a thorough drying, application of a coat or two of good quality wax, and a vigorous polishing. Chrome parts should be freed of rust spots with a good chrome cleaner then polished to a high luster. Once polished, your car will be protected for a long while.

The only Arkansan ever to have been on the national ticket was Joe T. Robinson, in 1928 when he was candidate for vice president of the United States. At that time he was serving as U.S. Senator.

auto manufacturers today. This

Rubber parts that seal, cushion

or activate other automobile parts

have fascinating names. The average driver doesn't know it, but

his car sports such things as a

"carburetor dash pot, diaphragm"

and an "upper control arm rebound bumper."

The 540 rubber parts found in

Safety is a big selling feature for

the typical car do not include optional equipment.

When a car owner adds steering to his car, he is adding also 15 to 20 rubber parts, such things as a "reaction area seal" and an "oil seal-linner, oil seal-lower and oil seal-upper." Strange sounding names to the average motorist, but his power steering would not function without them.

Automatic transmissions, power brakes, air springs, radios, heater, crash pad and other "extras" add many rubber or rubber-like parts to an automobile.

PLASTICS are being used more and more for such things as interior trim, crash pad covers, headliners, upholstery, and dozens of knobs and buttons.

Versatility and efficiency of rubber and plastics are credited for increased use of these materials by automotive manufacturers.

The most promising new item in 1958 is a rubber and compressed air system designed to eliminate traditional leaf springs of steel. A ride on air is being offered by most Detroit car makers as optional equipment this year.

Radical departures take a while to catch on with the motoring public, but it is expected that air springs will be standard equipment on most cars in the early 1960's.

PROSPECTS for the immediate future include such things as rubber bumpers for better protection in collisions and rubber gasoline tanks.

Being flexible, rubber gas tanks can be mounted in different locations, thus permitting car stylists to change lines in the rear of cars. Meanwhile, other developments are being made constantly.

The "Captive-Air" tire was introduced by the Goodyear Tire & Rubber Co. a few years ago as the maker said, the beginning of the end for spare tires. This development, a tire with a built-in spare came as a result of demands of Detroit stylists to "get rid of space-consuming spare tires," according to Goodyear.

Safety is a big selling feature for



CHEVY STYLE FRESH AND LIVELY — The side and rear treatment of the Bel Air four-door sedan points up the complete job of restyling on the 1958 Chevrolet. The Bel Air series is in the middle price range of the current Chevrolet line, which is sold here by Young Chevrolet Company, 301 East Second Street.

Give Your Auto a Good Cleaning

If you have not already done so, now is a good time to give your cleaning.

Free your car's finish of grime, soot, salt and chemicals and stop the onslaught of most before it does real harm. Whether you use the hose-and-sponge method at home or take your car to a washing service or service station for its spring bath, it's a good idea to use a mild detergent to remove the deeply ingrained accumulation.

With the coming of the automobile gasoline was mostly a waste product and a nuisance to the refinery man whose cash product was kerosene.

Ready evaporation at low temperatures for quick starting in cool weather, evaporation in ever-increasing quantities as temperatures rise for fast warmup, controlled volatility for the climate and altitude in which the fuels are to be used, in order to prevent vapor lock; minimum of high boiling materials to insure good fuel distribution; high heat content for maximum miles per gallon and high anti-knock quality for the high compression engines.

developed that acted as bond-savers, minimized gum and other deposits and protected against rust and corrosion.

Some of the things the refiner has to provide for today's motor vehicles, the Sun Oil Co. engineers say, are:

Ready evaporation at low temperatures for quick starting in cool weather; evaporation in ever-increasing quantities as temperatures rise for fast warmup; controlled volatility for the climate and altitude in which the fuels are to be used, in order to prevent vapor lock; minimum of high boiling materials to insure good fuel distribution; high heat content for maximum miles per gallon and high anti-knock quality for the high compression engines.

MOBILE LABS OFFERED.

Vienna (UP) — The United States has offered the International Atomic Energy Agency two self-contained and self-propelled mobile radiotracelab laboratories. The laboratories were designed by the Oak Ridge Institute of Nuclear Studies.

SALE-O-RAMA



Another happy family joins the fast-growing number of new Chevrolet owners. Their car is the luxurious Impala Sport Coupe.

Studebaker SCOTSMAN sets new record 33.956 miles per gallon average



Studebaker Scrambler Mil-A-Thon course was from San Francisco to Bangor, Maine... 4,000 miles, with distance and fuel used measured by NASA.

Official mileage mark for full-sized car!

Economy — that's precisely what the Studebaker Scrambler was built for. And this sturdy, full-sized sedan, equipped with overdrive, proved its mettle the hard way in the Studebaker Scrambler Mil-A-

THON. Over a twisting, turning, coast-to-coast course, it crossed the finish line April 17 with an average of 33.956 miles per gallon, certified by the National Association for Stock Car Auto Racing and Research.

Get all these outstanding features with the highway-proven Scrambler:

- Full power on regular gasoline.
- New color styling interior.
- Modern engineering — Safety-Belt Body.
- Variable ratio steering.
- Automatic transmission optional.

See the complete line of Studebaker-Packard sports cars, hardtops, sedans and station wagons.

*Pay only local taxes if any, and transportation from South Bend.

YOU AUTO BUY NOW!  Studebaker-Packard CORPORATION

Where pride of craftsmanship comes first!

ARCHER MOTOR CO., 114 West 3rd St., Hope, Ark.

©1958 Studebaker-Packard Corporation

It's a wonderful time to buy a Chevy!

Stop by your Chevrolet dealer's and look over the wide choice of models. Check the budget-minded prices . . . the generous appraisal on your trade-in. You'll see why it's a wonderful time to buy a wonderful car!

See your local authorized Chevrolet dealer

It's a wonderful time to see your Chevrolet dealer—in more ways than one. For nothing goes with springtime like a bright new Chevy.

That graceful gull-wing styling puts you right in the mood to travel. And Chevrolet's sweet-running V8 makes the distance seem shorter between any two points you pick.

You're driving the only all-new car in its field. The only one with Fisher Body fineness and the firm

feeling of a new Safety-Girdle frame. Yet it wears a surprisingly low Chevrolet price tag.

Your Chevrolet dealer will give you a quick appraisal on your trade-in and prompt delivery on your new Chevy. Why not see him before spring is a day older?

CHEVROLET

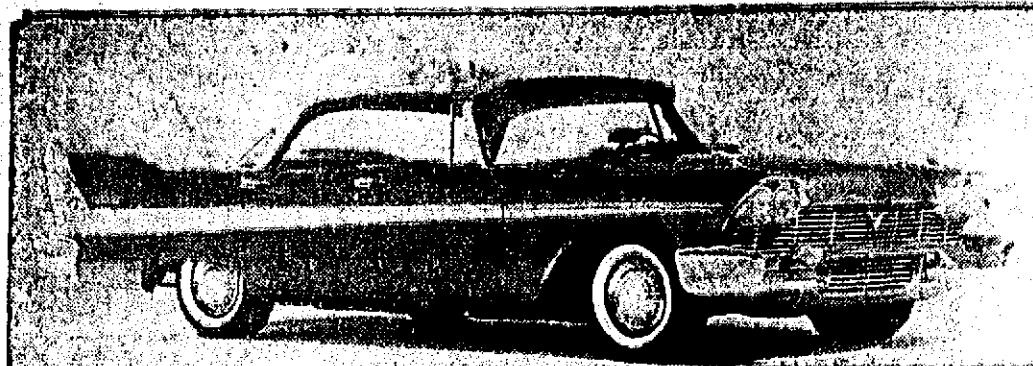
You'll get the best buy on the best seller!

Young Chevrolet Company

301 East Second St.

HOPE, ARK.

Phone 7-2355



MANY NEW FEATURES ON PLYMOUTH — Silver Dart two-tone exterior styling trim, sweeping back and up to the top of the Plymouth Belvedere four-door hardtop's familiar fins enhances the 1958 Belvedere models and sport suburban station wagons, and is one of many new features in the current Plymouth lines. The Hope dealer is Nunn-Pentecost Motor Co., 801 East Third St. in Hope.

Fuel Expert Says Watts Is Father of Term 'Horsepower'

What is this thing called horsepower? Strictly a sales term, wrote Dr. D. P. Barnard, coordinator of research for the Standard Oil Company of Indiana, in the American Petroleum Institute Quarterly. James Watt hit upon the term many years ago to sell his steam pumping engines to Welsh coal mine operators.

Dr. Barnard said Watts had to convince the mine owners that his engine would work at a rate equal to a number of horses, and by his arbitrary definition, one horsepower equals the energy required to lift 33,000 pounds one foot in one minute.

Dr. Barnard says that most of the cars produced in the last few years cannot usefully employ all of the power they generate, let alone the much greater power claimed for them.

The great improvements made in auto engine fuels in recent years might well have been used to improve our mileage, he continues, but their potential benefits have been offset by bigger engines, heavier cars, automatic transmissions and other changes.

"Actually," says Dr. Barnard, "the American motorist shows no real concern for fuel economy and, therefore, neither does the car manufacturer."

"It is true that the number of miles which a gallon of gasoline moves a typical automobile has somewhat improved since 1939. However, increased weight, higher driving speeds and faster accelerations (with inevitable increased engine braking) pretty well use up the technical improvements in fuel economy."

Dr. Barnard says the "impressive prestige" horsepower exist only to maximum engine speeds and can be realized — if at all — only at quite high road speeds, or sometimes in low gear at maximum engine speeds.

He adds this interesting obser-

Power Steering Is Rated High

Car makers say that constant control power steering has leaped in popularity this year.

Since the new models were introduced last fall, auto manufacturers have learned that seven out of ten new car orders have specified power steering. This represents an increase of 50 per cent over the same period last year.

The increased demand for power steering was attributed to the fact that women have increased their driving considerably because of the greater number of two-car families.

The trend to suburban living and two-car families have stimulated women's driving, and they have found power steering makes driving safer and curbing less fatiguing, auto experts say.

Avoid Mishap or Death By Carbon Monoxide

Be alert to the dangers of carbon monoxide, especially when you're driving in cool weather. It takes only a small amount of carbon monoxide, especially when exhaust to impair both a driver's judgment and alertness enough to cause an accident.

Have your exhaust system checked periodically for leaks. Leaky mufflers cause many mishaps and some needless deaths.

Never drive with all the windows of your car closed. Always open the garage door before starting your car. This is life-saving insurance.

Foreign Cars Catching on in America

The small, lightweight and relatively low-cost foreign-built automobiles are being bought in increasing numbers by American motorists. The small foreign cars are being seen more and more frequently on the highways and streets in this area.

Still leading in retail deliveries is the German-built Volkswagen. Others include the French Renault, Sweden's Volvo, the Metropolitan (built in England for American Motors), and a long list of others ranging in price from around \$1,000 at American port of entry to around \$2,000. Some others are in a higher price group, but the bulk of sales is being accounted for by the lower priced makes.

Volkswagen is virtually certain to lead in the 1957 registration when the final tabulations are completed. It is not so certain to top the imported models in 1958. General Motors is importing its Vauxhall Victor from England, and its Opel Rekord from Germany. Ford is stepping up its imports of English-built Fords.

Additionally, Chrysler disclosed months ago that it also plans introduction of a car to compete in the same price field.

The imported cars making the biggest appeal to American motorists are those of comparatively small horsepower, priced between \$1,500 and \$2,000 and offering high fuel mileage. More often than not the mileage ranges upward of 35 miles per gallon.

Whether the appeal of the foreign-built, low priced cars is based on initial price, high fuel mileage or novelty appearance is widely debated in American automotive circles.

Massachusetts and New Hampshire lead all other states of the Union in per capita ownership of livestock.

Experts Say Automation No Job Threat

When Henry Ford put a moving assembly line into operation in 1913 he started "automation" in the automotive manufacturing field.

"Automation" is a word that brings up visions of complete automatic production. It also raises the spectre of decreasing employment.

But men who know say there is no such thing as a completely automatics factor. Furthermore, they doubt that there will ever be.

Actually, they say, "automation" may be termed as "push-button" manufacturing. However, there is more to the operation than just pushing buttons, they add. The most common application of the process in the automobile plants probably is in the linking of separate transfer machines into what might be called one transfer machine.

An example is in an engine plant. Here cylinder blocks are machined and precessed by moving through more than an acre of machinery automatically. Automatic gaging equipment is used to inspect quality.

The machines in the series of transfer units are controlled through an interlocking system of electrical switches and relays. The automation device rotates or otherwise positions the engine block causing when an electrical switch is tripped by the part as it passes a certain point.

The auto makers say that so far, most automatic assembly developments have been confined to relatively small assemblies and sub-assemblies. And, although they say the fully automatic automobile plant still is beyond the horizon, they add:

"Automation, despite its proven performance and tremendous progress in recent years, certainly is in one more instance of technological change, aimed at elevating man from drudgery, while giving him better products at the same or lower cost."

Rugged Roll-Over Tests Safeness

New car models are put through rugged tests to gauge their safeness.

One of the ways to determine how much punishment they can take is by the roll-over for the complete production body. A finished car is towed at 50 miles per hour and flipped over by means of a ramp so that it lands on its top and rolls over.

In this way, auto makers can judge the ability of the roof and pillars to take impact and learn if the doors stay closed and open easily after the roll-over.

Modern Autos Are Actually Safer

Progress in automobiles has come about as all progress does — by evolutionary process—but it has been speedy progress.

Before 1895, ver-the-road transportation had scarcely changed in a thousand years, but in a quarter of a century or so the American automobile progressed from a gasoline buggy to the rugged, well-powered, four-door sedans of the '20s.

Today, American motorists take for granted the refinements of some of the features that made their appearance then—roll-up windows, balloon tires, four-wheel hydraulic brakes, foot-controlled dimmer switches, powered windshield wipers.

The car has come long way as a safe, efficient and dependable means of transportation.

Higher Speeds Bring Need for Signal Change

Higher speeds in the highways are bringing on the use of 12-inch red lights or dual red lenses at rural intersections.

Development of dependable red finishes, leading to a national shift of the stop sign color from yellow to scarlet is just one of the changes in traffic signs and signals that have been brought on by modern driving habits. Use of the red sign in place of yellow has reduced accidents at a number of intersections.

According to Fred W. Hurd, director of Yale's Bureau of Highway Traffic, the need to eliminate needless driving delays is being answered by signs like the still experimental "YIELD RIGHT OF WAY" sign.

This wording on an inverted yellow triangle is probably the first traffic sign that puts the burden of judgement squarely on the driver.

Many of them are now in use in this community.

Some states, among them Florida, have adopted new signs that change speeds with the onset of darkness. Seen in the daytime, the sign is a standard compression engine is sheer waste. In fact, much of today's regular gas has the octane rating of the premium gas of a few years ago.

4. And, of course, keep the car in good shape. Proper tire pressure, clean plugs, correct mixture setting and timing are essential to economical operation.



PONTIAC'S PERENNIAL FAVORITE — The big, luxurious and handsomely designed Star Chief Catalina, a Pontiac series that is available at Davis Pontiac Co., 319 South Walnut Street in Hope, is synonymous with big car styling and comfort.

Changing Tire Can Be A Simple Job

Before starting a trip, every motorist should check his spare tire for air, and make sure he has the proper tools for changing a tire.

Changing a tire can be a simple business if the motorist is prepared for the emergency and follows basic rules of safety.

When he has a flat, he should pull the car completely off the road and not on the crest of a hill.

Other basic rules are:

Make sure the parking spot has a sufficiently firm surface to support the car while it is on the jack.

At Cadillac the cooling units have been going into one of every three cars, and at Lincoln the rate has been about one in every five cars. In the lower priced field, the rate was figured at one percent, which in that field is substantial.

An interesting point about air conditioning is an engineering estimate that it reduces gasoline fuel mileage by as much as a mile per gallon of fuel.

The 20-foot, 7,000-pound bronze statue of Christopher Columbus at Columbus, Ohio, was a gift of Genoa, Italy.

WATCH FOR TRACTORS

Motorist should watch for slow-moving farm tractors on the road in the spring. A motorist should begin slowing down when first sighting a tractor, as the auto may be traveling more than 12 times the tractor's speed.

"YANKEE RACE HORSE"

The U. S. S. Constellation was referred to as defeated French sailors as the "Yankee Race Horse" when this early American fighting ship ran down and captured the French frigate L'Insurgente in West Indian waters in 1799.

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